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MODERN PACKAGING



Vol. 4

JANUARY, 1931

No. 5



Results have proven the immense sales value of an attractive display container. It is invariably accorded first place on the counter from which vantage point sales resistance is quickly overcome. » Our creative art department is at your service. Let them help make every package and display container your "silent salesman".

CREATIVE
PACKAGING

BROOKS & PORTER
INCORPORATED
304 HUDSON ST., NEW YORK

LITHOGRAPHED
AND PRINTED

COURTESY OF SHERWIN-WILLIAMS





Beyond Price Competition

IT IS generally known that good packaging is not only valuable to protect foods and prevent waste--it also results in the "Consumer identity" which is a big help to keep prices at a profit making level.

This important factor of price-maintenance alone, would make packaging a necessity but there are other vital reasons. There are new conditions and shifting markets -- changes in types of cartons and in production methods -- all calling for special wrappers to fit the varying products, climates and shipping conditions.

This company is proud to be consulted by so many industrial leaders who look to its skilled corps of Research Engineers for the exact protection of their products; foods wet and dry, greasy or fresh -- to be shipped to any climate, a mile away or across the world.

Whatever your particular problems are will you let us talk them over? There is not the slightest obligation entailed.

**KALAMAZOO
VEGETABLE PARCHMENT CO.**

KALAMAZOO -- MICHIGAN

MANUFACTURING WORLD-FAMOUS FOOD-PROTECTION PAPERS

KVP

PROTECTION PAPERS

JANUARY, 1931

1

MODERN PACKAGING

January, 1931

VOL. 4—NO. 5

For the Service of Those Industries
Where Packaging Is a Factor.

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The modern woman of today holds down three jobs. How the function of a package affects and controls in an increasing degree, her daily life as related to her home, business and social obligations is interpreted in terms concise and to the point in the article beginning on page 40.

A fine example of the extent to which modern packaging has been adopted by some aggressive concerns is demonstrated by the Pepperell package on page 55 of this issue.

Giant reproductions of packaged products carry a wealth of advertising force behind them. Read the article beginning on page 56 for a comprehensive idea of their value.

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. ANN DI PACE—Assistant Editor. EARL I. CARMODY—Western Manager. E. R. GORDON—Production Manager. HERBERT KAUFMAN—Sales Promotion. EDWIN L. LEY—Art Director.

CONSULTING EDITORIAL BOARD—Arthur S. Allen, Frank C. Chase, Richard B. Franken, C. H. Gullion, J. D. Malcolmson, William A. Smith, Frederick L. Wertz.

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Manufacturers like SYLPHRAP, the modern transparent cellulose wrapping, because of its silver sheen and crystal clear transparency—because it is unusually strong and attractive—because it dresses up a product and whets the desire for possession.

It is also airtight and germ resisting; keeps products in perfect condition and prevents handling and contamination. For an atmosphere of quality, for complete protection, for the utmost in transparent cellulose wrapping, specify SYLPHRAP, easily identified by the familiar SYLPHRAP label.

SYLVANIA INDUSTRIAL CORPORATION

122 E. 42nd ST., NEW YORK CITY

WORKS, FREDERICKSBURG, VA.

JANUARY, 1931 3



How Redington Machines Helped Business Weather The "Red Ink" Year

With Lower Packaging Costs Through
Real Savings in Space and Labor

ALREADY many businesses are writing off 1930's losses in the proverbial "red-ink."

Yet statements show that a surprisingly large number of producers of packaged goods showed a profit during the "red ink" year, some even greater than in 1929.

It is a significant fact that in case after case they are on the Roll Call of Redington Installations. Savings in hand labor, savings in floor space, savings in wrapping materials, savings in greater production per operator—these are the tangible, profitable results from Redington Packaging Machines which helped business weather an "off" year.

If your product is packaged, wrapped, cartoned or labeled, lower costs through Redington will help you make greater profits in 1931.

Feel free to ask our Engineering Staff to show you how. Their 34 years of pioneering are why executives say, "If it's packaging, try Redington's first."

F. B. REDINGTON CO.

Established 1897

110-112 So. Sangamon St., CHICAGO, ILL.

REDINGTON PACKAGING MACHINES

*Custom Built for
Cartoning—Packaging
Labeling—Wrapping*

"Weathering The Depression"

PRINTERS' INK

Oct. 23, 1930

American Tobacco Company	Wm. Wrigley, Jr., Company
American Chain Co., Inc.	Holland Furnace Company
American Safety Razor Corp.	A. O. Smith Corporation
Anchor Cap Corporation	Diamond Match Company
Bon Ami Corporation	Caterpillar Tractor Company
Coca-Cola Company	Adams-Mills Corporation
Cudahy Packing Company	General Mills, Inc.
Eastman Kodak Company	Air Reduction Company, Inc.
Gold Dust Corporation	American Can Company
Hershey Chocolate Corporation	McKeesport Tin Plate Co.
The Charles E. Hires Co.	S. R. Dresser Mfg. Co.
International Business Machines Corp.	U.S. Dairy Products Corp.
Jewel Tea Company, Inc.	U.S. Tobacco Co.
Lehn & Fink Products Co.	George W. Helme Co.
Liquid Carbonic Corp.	Delgate-Palmolive-Peet Co.
Loose-Wiles Biscuit Co.	Pocter & Gamble Co.
R. J. Reynolds Tobacco Co.	American Chicle Company
Seal Paper Company	Melville Shoe Corporation
A. G. Spalding & Bros.	A. P. W. Paper Company
United Biscuit Co.	Canada Dry Ginger Ale, Inc.
U. S. Pipe & Foundry Co.	Wesson Oil and Snowdrift Co., Inc.
Warren Foundry & Pipe Co.	Penick & Ford, Ltd., Inc.
Autostop Safety Razor Co.	National Biscuit Company
Liggett & Myers Tobacco Co.	Brown Rock Mineral Spring Co.
International Cement Corp.	Borden Company
American Machine & Foundry Co.	General Foods Corporation

A List of Companies—Selected by the Standard Statistics Company, Inc., for "Printers' Ink"—Who's Earnings During the Depression Are Above the Average. Some of Them Are Earning More This Year Than Last. Hundreds of Other Companies Are Going Ahead, Doing a Fine Job in a Bad Year

Company, Inc., to prepare a list making more this year.

Those checked in this list of successful companies use Redington Machines. To this noted group we can add the following who have appeared in similar lists:

Beech-Nut Packing Company
Drug, Inc.
E. I. du Pont de Nemours & Company
Kimberly-Clark Corp.
Lambert Co.
Parke, Davis & Co.
E. R. Squibb & Sons
Zonite Product Corp.

GOING ARTCOTE

BOX and package users have discovered that Artcote Papers in gold and silver offer the perfect background for their products and their printed message—hence the reason for "Going Artcote."

This specimen is printed on
ARTCOTE No. 4660 GOLD

Manufactured by
ARTCOTE PAPERS
INC.
IRVINGTON, N.J.

Prepared and Printed by
Service Department
MODERN PACKAGING



CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements. We produce detail whether you demand fine printing or the ultimate moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands. Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us now. Let us show you how we can solve them.

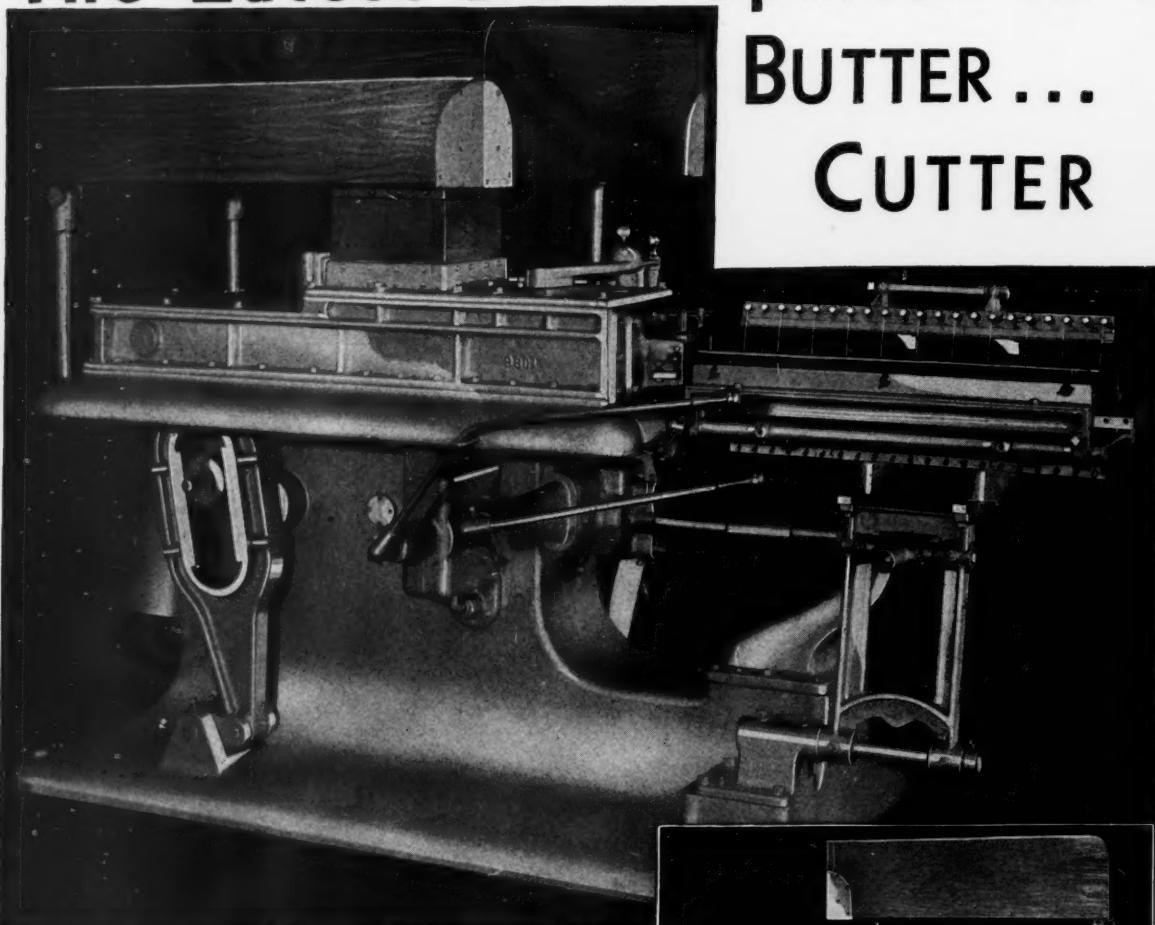
CHICAGO
CARTON
COMPANY

4411 Odgen
Avenue
Chicago, Ill.

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons . . .



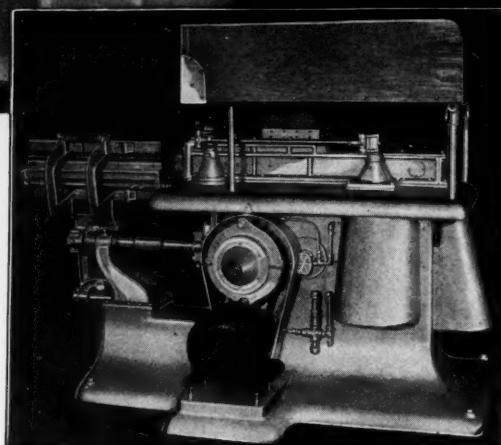
The Latest Development in a BUTTER... CUTTER



The result of ten years intensive research and development in automatically producing butter prints is embodied in this Automat Butter Printer No. 30.

All of the many advantages of this new machine cannot be related here, but the dominating features are . . . the valve arrangement that expels air, instead of sealing it in the prints or slabs, and the compression chamber which reduces moisture loss to a minimum without destroying the texture.

This machine prints the standard rectangular prints in pound solids, halves, quarters; as well as country rolls and other shapes. It is the last word in automatic butter cutting equipment.



Send for Bulletin No. 6.

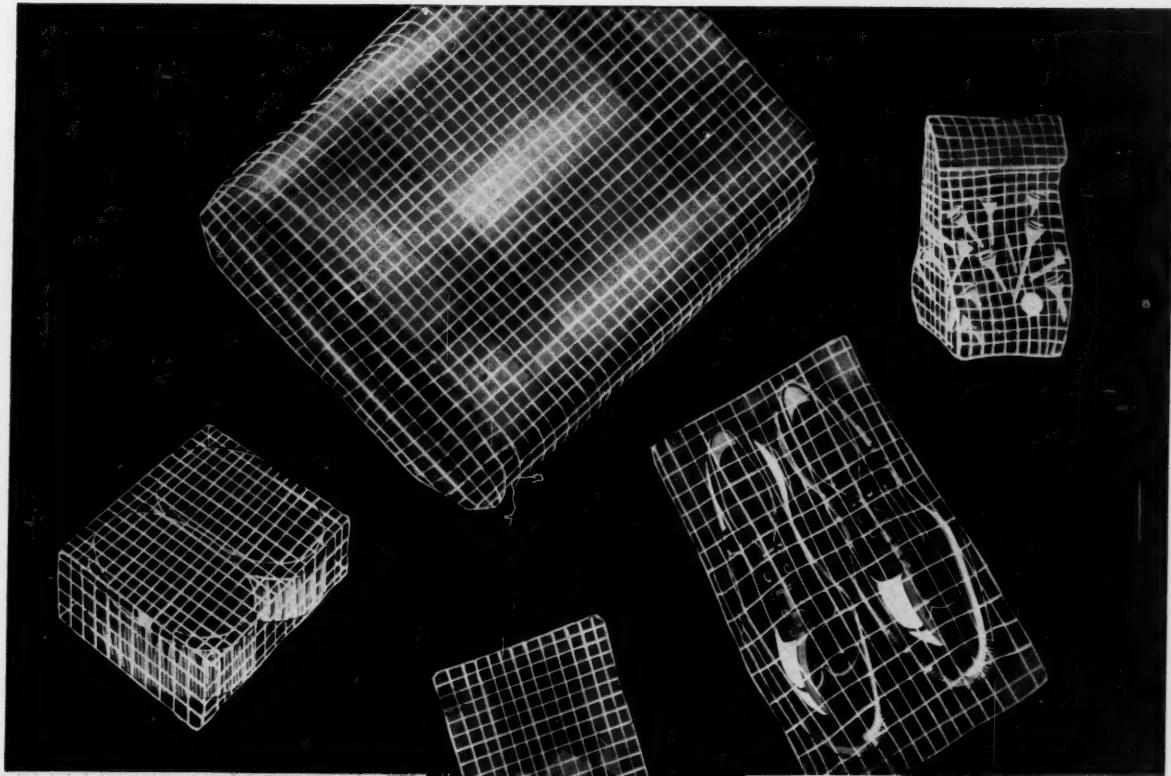
Full description and specification of the Automat No. 30 Butter Cutter are contained in our Bulletin No. 6. Sent free on request. Write for it.



THE AUTOMAT MOLDING & FOLDING COMPANY
TOLEDO, OHIO

New York Office
43 Murray Street

Los Angeles Office
306 Celo Building



"Marsenette"

Trade Mark Reg. U. S. Pat. Off.

This sample is N-1

List Price .093 per 1000
sq. in.

Quantity Price .075 per
1000 sq. in.

"Marsenette"

Trade Mark Reg. U. S. Pat. Off.

for the product which must have visibility and at the same time needs protection against wear and tear. **Marsenette** is airtight, dustproof, greaseproof and can take wear without showing it.

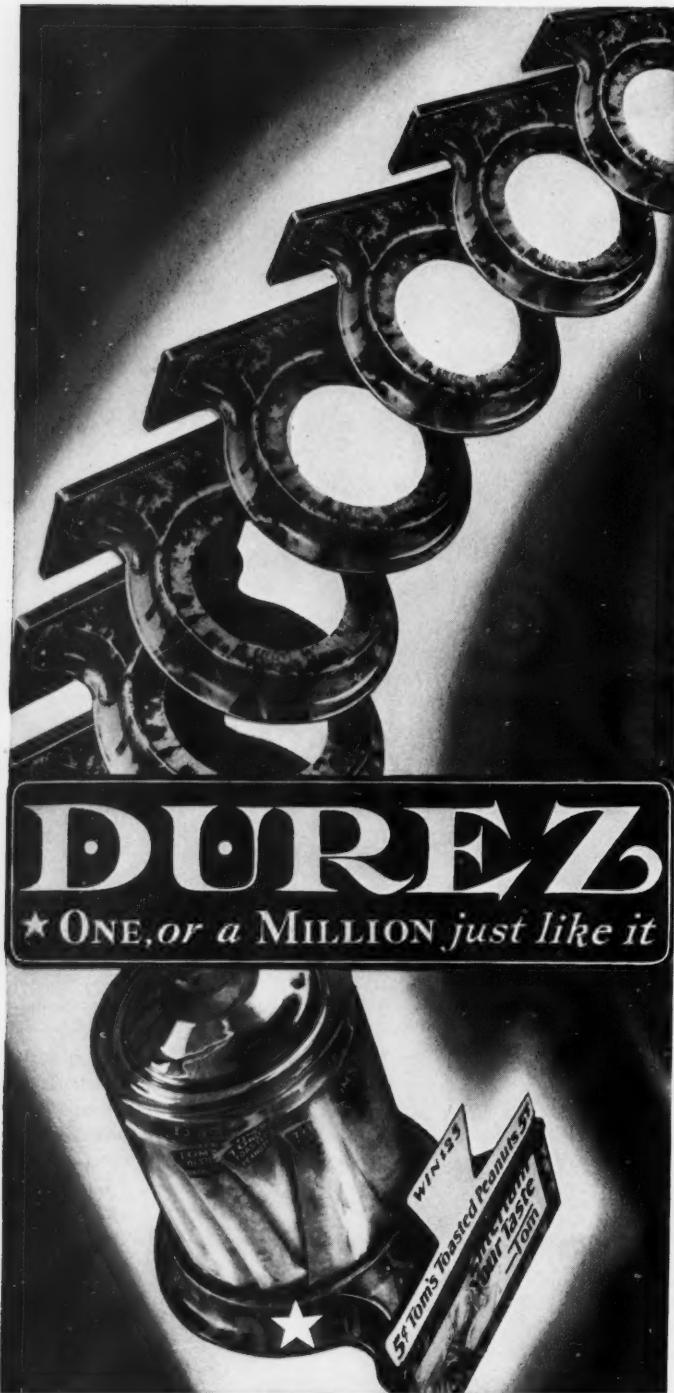
Your product wrapped in **Marsenette** will give you added sales appeal—besides sparing you the expense of mishandled and counter-damaged merchandise. While other transparent sheets may crack and split, **Marsenette** cannot because of the addition of the cotton fabric in the paper. **Marsenette** can be had in six colors, with various meshes without additional cost, in any size bag or envelope. For further particulars write to

Marsene
TRANSPARENT PAPER CORP.

Gary

Indiana

Now DUREZ is helping sell peanuts!



DUREZ
★ ONE, or a MILLION just like it

Write for this free booklet—
“Do It With Durez.” Contains
complete information about
Durez—physical and dielectric
properties, color ranges, and
scores of possible applications.

THE VARIETY of products which can be made of Durez is really amazing. Already there's hardly an industry this perfect molding compound hasn't entered. *And stayed!* Automotive, chemical, radio, novelty, toiletries, hardware—in countless fields Durez is rapidly taking the place of hard rubber, wood, glass, metal, porcelain, paper, leather, and other materials. And now Durez is helping sell peanuts!

Down in Georgia, the Tom Huston Peanut Company packages and ships little packets of peanuts. They're good peanuts too. We know! But even the best peanuts must be attractively displayed to set them off from ordinary store containers. What did they do? They placed the jar that holds the peanuts on a bright red and green base! The base was made of Durez.

That base is hard, tough, strong. It will not chip. It is not affected by warping, splitting or changes in temperature. It is carefully designed—grooves, patterns, lettering, holes, threads are molded accurately and true. No burnishing, no tooling, no painting was necessary. The lustrous surface came that way from the die, smooth as polished ebony.

Durez can make *your* product just as attractive. This perfect molding compound is available in all practical colors or combinations of colors. They can be blended, mottled, striped. And your Durez product—your beautiful, modern Durez product—will resist acids, heat, moisture, and gases as well! Dielectric properties are high. Whether you make one, ten, or a million, each will be exactly the same—strong, handsome, durable, uniform.

What do you make? What do you use? Let us show you how Durez can improve it—economically! Our engineering and laboratory staff is at your call. General

Plastics, Inc., 11
Walck Road, North
Tonawanda, New
York. Also New
York, Chicago, San
Francisco, Los
Angeles.



AUGUST
ELDRIDGE
SCHIEFFER

Printed on Horizon Tints No. 2903
Mfg. by Hughes & Hoffman Co.
217 Mercer St., New York

Modern design has found a definite place in the field of packaging. With the use of new papers, startling contrasts and harmonies, and a gamut of vivid colors, the proper reproduction of the artist's rendering is most essential for that feeling of modernity in your package. Triangle Inks are especially prepared for the exact reproduction of the colors your artist has selected.

Insist upon Triangle inks when you place your next order with your box maker or carton manufacturer.

**TRIANGLE INK &
COLOR COMPANY, INC.**

26 FRONT ST. BROOKLYN, N. Y.

231 CONGRESS ST., BOSTON, MASS.

13 SOUTH 3rd ST., ST. LOUIS, MO.



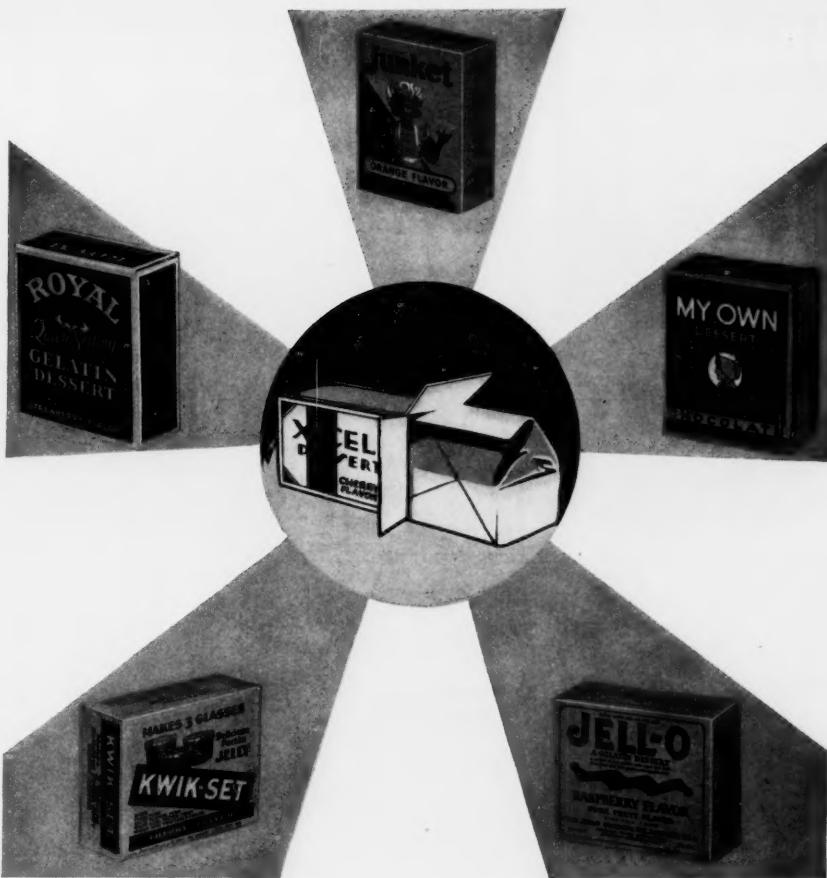
The Inks used on this insert are

**HYDRO OPAQUE PEACOCK BLUE
No. B-4308A**

NOBRAC BLACK No. BK-7242A



E

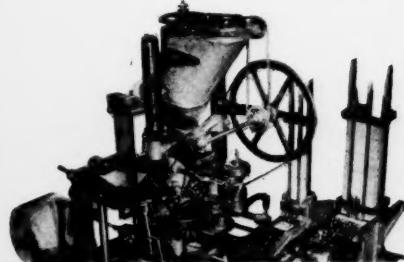


WORLD'S MOST FAMOUS PACKAGE

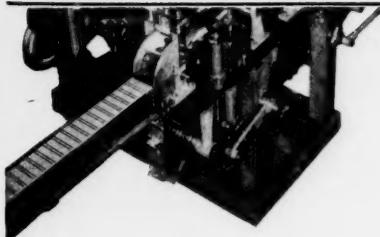
THE New Anderson Free-Flowing and Non Free-Flowing Packager produces 30 finished packages a minute, averaging from 10,000 to 12,000 complete packages daily—one operator replacing eight handworkers.

It offers easy handling moisture-resisting bags and perfect protection for the most delicate dessert powders. It weighs non free-flowing materials without waste, keeping the product in its original form and condition.

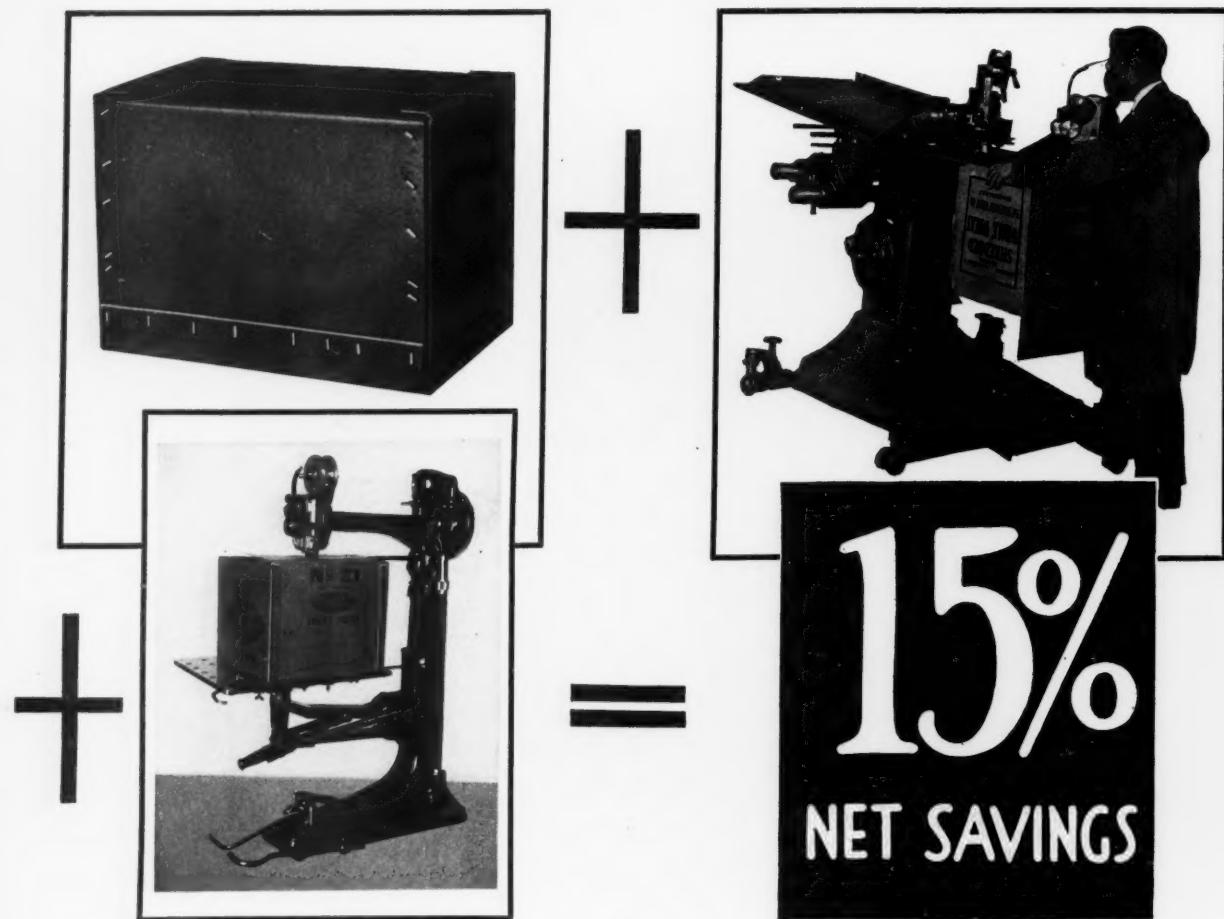
Small wonder that the satchel bag, the world's most famous package, is used by such famous firms as the makers of Jell-O, Junket, My Own, Royal Gelatine, Kwik-Set, etc. Write for more information.



E. D. ANDERSON, INC.



11 Park Place
New York City



Here's a very simple formula—and an infallible one. Take a Bliss Box—add a Bliss Double-Head Assembly Stitcher and a Bliss Top Stitcher—and the surprising result is a 15% gain in savings.

And that isn't all. Add to the results gained the strongest fibre box on the market, reinforced to give maximum resistance.

Also machines which, because of their rugged construction and superior design, insure low maintenance cost and a dependable long life.

Your problem is probably as simple as this when reduced to terms of Bliss Boxes & Machinery. Write for further information.

H. R. BLISS COMPANY, INC.

*Manufacturers of Wire Stitching and Adhesive Sealing
Machinery for All Types of Fibre Containers*

NIAGARA FALLS, N. Y.

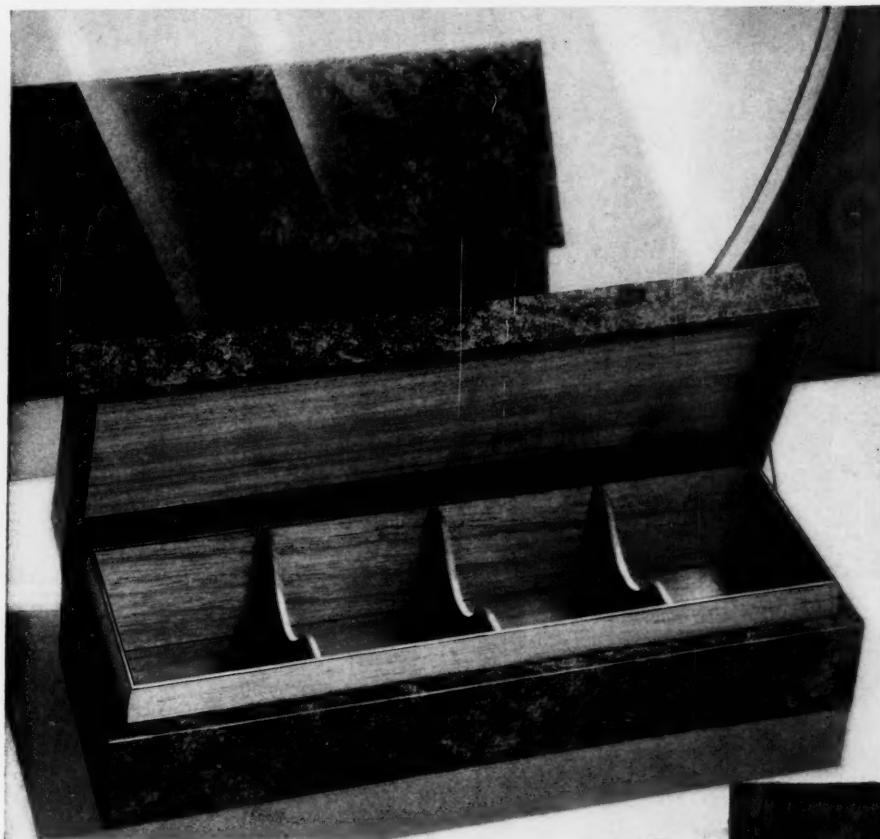
50 Church St.,
New York, N. Y.

James Q. Leavitt Co.,
Ogden, Utah

608 So. Dearborn St.,
Chicago, Ill.

Harry W. Brintnall Co.,
San Francisco, Cal.

"Florentine"



Benson & Hedges of New York are featuring for 1931 this selection box with the Florentine covering.

STURDITE

REG. U.S. PAT. OFF

THE finest leather papers are made in the United States. Here is Florentine, a Sturdite product, the forerunner of a new series that vitalize and distinguish your packages.

Quality appearance, the prime requisite for fine products, means sales for the coming year.

Waterproof—Scuffproof—Greaseproof.

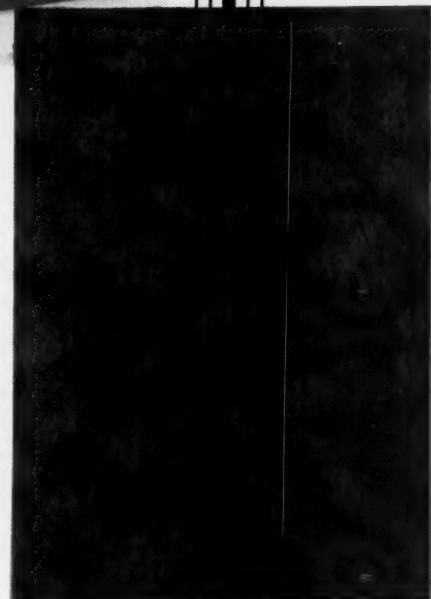
Included in the series are French Shell, French Lace in pastel combinations, and staple colorings flecked with silver or gold.

These finishes may be produced on Pyroxylin Fabrics for manufacturers of metal boxes.

See these immediately.

**L. E. CARPENTER & CO. INC.
Pyroxylin Coated Products**

444 Frelinghuysen Ave. ◆ Newark, N. J.





A RESPONSIBLE SOURCE OF SUPPLY

America's leading food producers cannot take chances as to their sources of supply for packaging materials and advertising helps. Creative originality—production facilities—prompt deliveries—these things are vital in a marketing program. . . . For over half a century, "U S" has been known as a responsible source of supply, equally conscientious in handling orders for a few thousand pieces or those running into the millions. . . . We can serve you, too.



**Our product helps sell MAZOLA;
We can help sell your product too.**

"COLOR PRINTING HEADQUARTERS"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
110 Beech Street

BROOKLYN
101 N. 3rd Street

BALTIMORE
28 Cross Street

Sales Representatives in 16 Cities—A Nation-wide Service.



HERE, at your disposal, are practical technicians—20 trained and experienced men, working as a unit in four modern laboratories. Men whose ideas are helping to guard and preserve the contents of many nationally famous brands—packaging experts whose simple suggestions have transformed old cartons into attractive modern units with increased protection of contents and greater salability—Research men, constantly alert for "Something new" in packaging. Little wonder that their efforts have brought praise (inspired by increased sales) from many national organizations.

Send Your Carton to our Packaging Experts

Are you certain that your product is protected by the splendid package it deserves? Have you overlooked any modern factor that would make it more attractive and more salable in your highly competitive market?

Accept, without obligation, the packaging suggestions of Riegel's experts. We are equipped to supply technical, practical information to fit your needs. Pro-

tection from moisture or dust—maintenance of moist or crispy freshness—grease-resistant wrappings—whatever your requirements, we can, undoubtedly, help you. Suggestions to add sales appeal to your present package might also prove interesting.

If your container can't be improved, either as to the protection it affords or its attractiveness and salability, we will frankly tell you so.

[Send your package to us today. There's no obligation.
A new dummy container, incorporating our suggestions,
will be forwarded to you shortly.]



RIEGL PAPER CORPORATION

Formerly The Warren Manufacturing Co.

342 MADISON AVENUE, NEW YORK, N. Y.

Mills in New Jersey at Riegelsville and Milford



"PERFECTION IN LABELING"

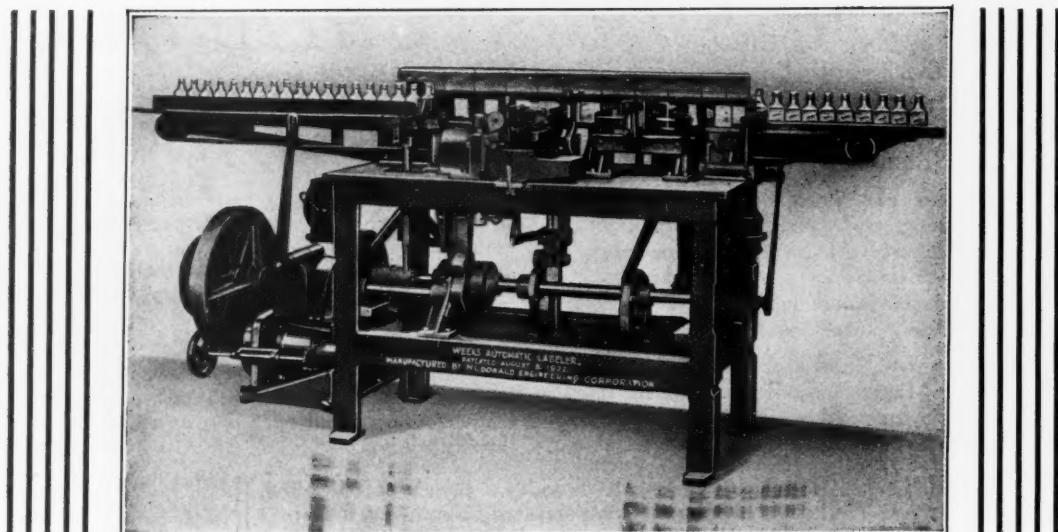
You would hardly expect a bottle or a package of a fine product to be imperfect in any detail. A label awry or imperfectly applied would be incongruous and would belie the product.

Quality demands perfection in every detail. That's why the bottle pictured here is labeled by a McDonald labeling machine. That's why countless products of other manufacturers who must maintain a quality reputation are labeled by a "McDonald."



Ten years of labeling experience in which the elements of careful design and engineering in modern machine construction play a most important part have developed the McDonald Labelers—supplying speed, simplicity, service and satisfaction in production.

No labeling problem is too difficult for the McDonald Engineers. We have solved seemingly impossible labeling problems for our many clients. Your inquiry will have our careful consideration.



FRONT AND BACK LABELER

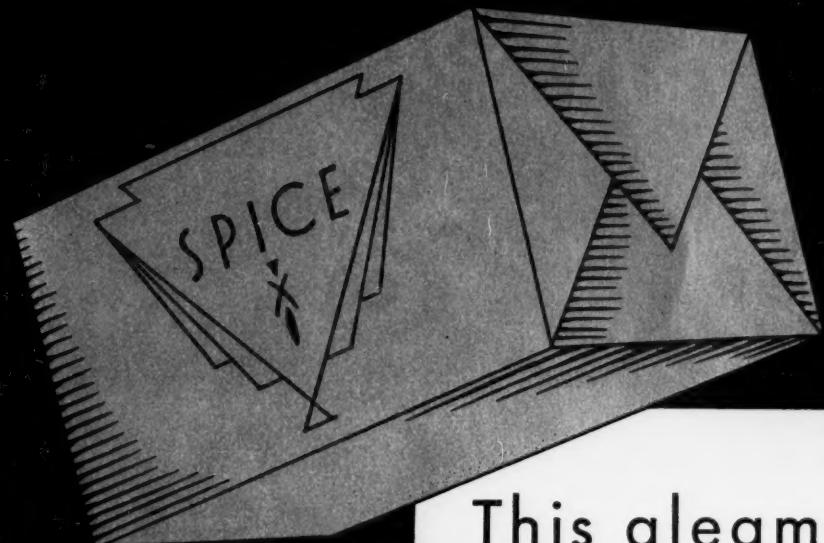
Two labels are applied simultaneously on opposite sides or two labels all around the container. Speeds range from 30 to 80 per minute.



• **MCDONALD** •
ENGINEERING CORP.

220 VARET STREET, BROOKLYN, N.Y.

LOS ANGELES 443 So. San Pedro St. ----- LONDON Windsor House, Victoria St. S.W.1 ----- CHICAGO 1112 Merchandise Mart



This gleaming package doesn't play blind-man's buff with buyers . . .

Here's enlightenment for your product: Alcoa Aluminum Foil brightens packages; makes them more prominent on shelves; brings them to buyers' attention. This gleaming foil will help to increase the sales of cloves, cinnamon, thyme, sage, allspice and the other seasonings.

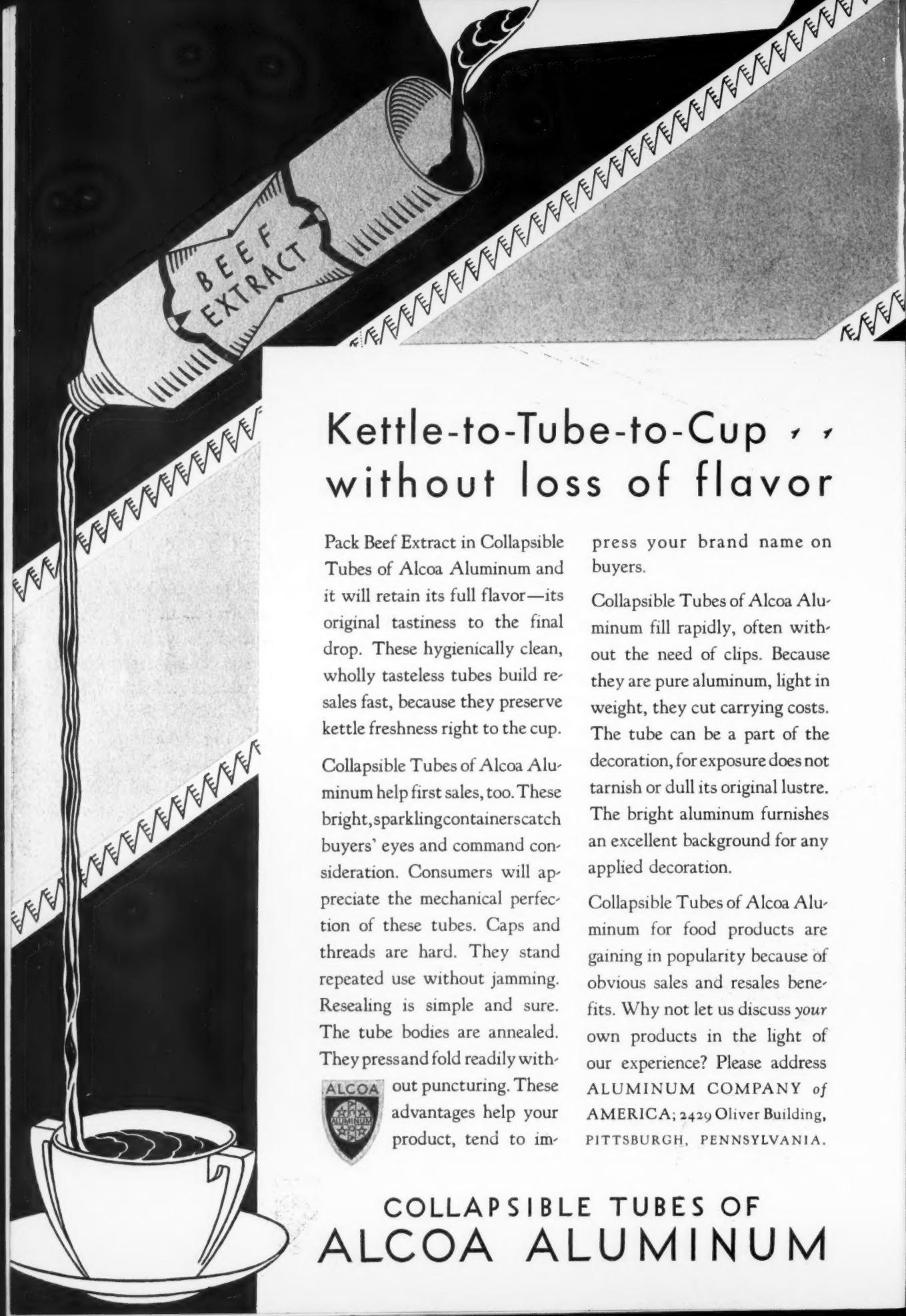
For ground spices in particular, Alcoa Aluminum Foil is ideal. It seals in flavor by sealing out light, moisture and air. It does not absorb dampness. It is not affected by any food flavor with which it might come in contact.

Aiding first sales and tending to

build resales, Alcoa Aluminum Foil has advantages for the production department. Alcoa Aluminum Foil gives more coverage per pound than foil made of other metals. Its tensile strength is high. It handles well in machine or hand packaging. Weight is low. You can save on hauling and other carrying costs. And Alcoa Aluminum Foil takes any type of decoration; is furnished, with or without paraffin paper backing. Let us discuss with you the sales stimulating qualities of this superior wrapping. Please address ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.

ALCOA ALUMINUM ROLLED INTO FOIL





Kettle-to-Tube-to-Cup . . . without loss of flavor

Pack Beef Extract in Collapsible Tubes of Alcoa Aluminum and it will retain its full flavor—its original tastiness to the final drop. These hygienically clean, wholly tasteless tubes build resales fast, because they preserve kettle freshness right to the cup.

Collapsible Tubes of Alcoa Aluminum help first sales, too. These bright, sparkling containers catch buyers' eyes and command consideration. Consumers will appreciate the mechanical perfection of these tubes. Caps and threads are hard. They stand repeated use without jamming. Resealing is simple and sure. The tube bodies are annealed. They press and fold readily without puncturing. These advantages help your product, tend to im-

press your brand name on buyers.

Collapsible Tubes of Alcoa Aluminum fill rapidly, often without the need of clips. Because they are pure aluminum, light in weight, they cut carrying costs. The tube can be a part of the decoration, for exposure does not tarnish or dull its original lustre. The bright aluminum furnishes an excellent background for any applied decoration.

Collapsible Tubes of Alcoa Aluminum for food products are gaining in popularity because of obvious sales and resales benefits. Why not let us discuss *your* own products in the light of our experience? Please address ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.

COLLAPSIBLE TUBES OF
ALCOA ALUMINUM





A RETURNING RECOGNITION OF QUALITY

"Weighed in the balance and found wanting," so writes the moving finger concerning the orgy of price cutting in the box making business. And it needs no modern Daniel to interpret it to alert and thoughtful executives.

There has always been a **Quality** market and today merchants who have lost a great deal of it through their concentration on volume and their neglect of **Quality** are wondering if it is well lost—and planning how best to bring it back.

The standards of **Quality** are fundamental. Leave them, and they no longer appeal to the **Quality** market. And there is no substitute for the superior profit making and prestige building potentialities of **Quality**—no limit to the **Quality** business which can be developed where **Quality** is properly stressed.

Today, more strangely than ever, may **Quality** be stressed. Our own product—**Royal Satin Board**—has ever been a **Quality** boxboard for **Quality** containers. Never a deviation from rigid standards of manufacture—never an attempt to sell it on price basis—but rather on economy, because of its vastly superior qualities.

Outstanding manufacturers who recognize **Quality** as a priceless asset, always specify **Royal Satin** to their box manufacturers.

ROYAL SATIN

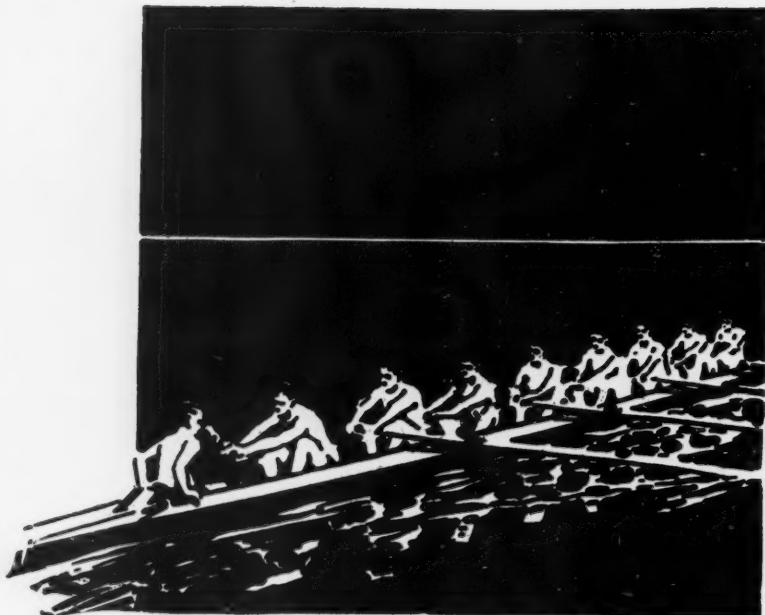
Reg. U.S. Pat. Off.

"The Perfect Board for Quality Containers"

THE BUTTERFIELD-BARRY COMPANY
174 Hudson Street, New York, N. Y.

Buffalo Dist:
Maurice W. Simon
Buffalo, N. Y.

New England Dist:
Baird & Bartlett Co.,
Boston, Mass.



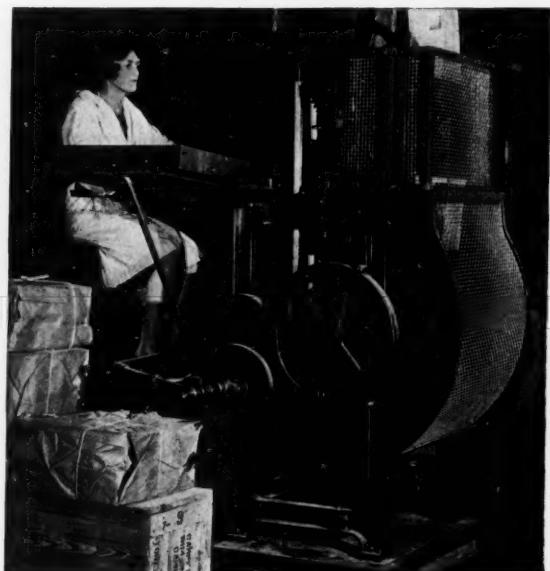
IT TELLS IN THE LONG PULL

ONE reason, and we can think of no better reason, why Peters Machinery lasts as long as it does and gives that continuous satisfactory service, is that the machinery was built for that purpose.

Peters Engineers realize that it is the long pull that counts. Whether it be mass production, short runs, long runs, Peters Machinery will serve as steadfastly in the years to come as the first few weeks of its purchase.

If any machine can be said to have Character—Peters Machinery will be known to be loyal, dependable, and trustworthy.

Only years of natural wear will affect a Peters Machine and by that time the machine will have more than paid for itself.



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A





A NEW and better package for quality products has always helped to increase sales.

Moulded containers by Kurz-Kasch offer a new form of package which have already demonstrated their worth as a merchandising force in kindred quality fields.

Today's keen competition demands a "package which sells". Have a Kurz-Kasch representative help you design a new package which will increase your sales.

Candy Box
Moulded
by
KURZ-KASCH



*Moulders of
Plastics*

The
KURZ-KASCH COMPANY

NEW YORK

DAYTON, OHIO

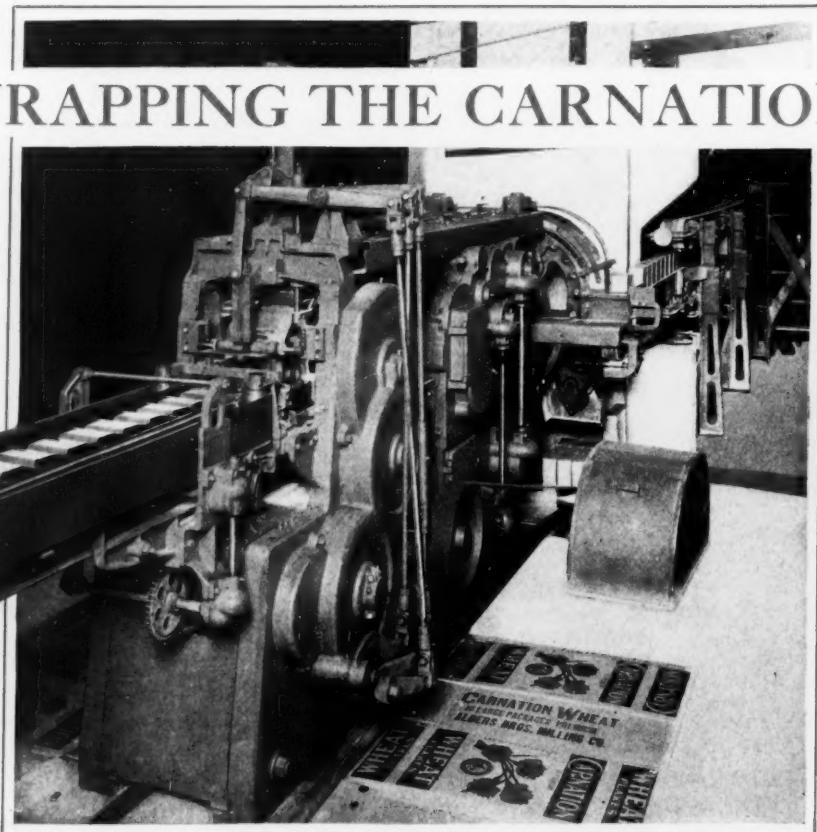
CHICAGO

JANUARY, 1931

17

TIGHT WRAPPING THE CARNATION

*Tight Wrapping
Machine at
Albers Brothers
Milling Company
Oakland,
California*



THE Albers Brothers Milling Company has been concentrating on carton packaging for years.

Their tight wrapping of cartons has taken on a definite technique;—A technique that includes the careful selection of materials and machinery, painstaking care in production and exacting specifications.

To this day, the Stokes & Smith machinery has complied with every specification, giving maximum production at minimum cost.

Let us show you what we can do for you.

FILLING MACHINES—CARTON SEALING MACHINES—WRAPPING MACHINES

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE—23 GOSWELL RD.

A HANDOUT becomes a BRIDGE PRIZE



CELLOPHANE helps do it!



Cellophane

Cellophane is the registered trademark of the Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheeting

BOOK MATCHES are in two classes today. The "poor relations" handed out wherever tobacco is sold—and the "richly dressed" city cousins living in the smarter shops with their wraps of sparkling transparent Cellophane commanding a price up to \$2.00 a package retail.

The "city cousins" are a novelty. Cellophane has given them gift value . . . made them acceptable as prizes and favors, and as occupants of milady's perfumed handbag.

Again Cellophane has waved its magic wand and made the commonplace . . . uncommon. Although this has happened often, there are still many opportunities to use its wizardry.

Do you know of a product that could be lifted out of the common crowd? Perhaps it needs just plain Cellophane. Perhaps a colored Cellophane would harmonize better with the color of the product. Our Package Development Department will gladly help you decide how to use Cellophane on any product you have in mind. Just address—Du Pont Cellophane Company, 2 Park Avenue, New York City.



COLTON TUBE FILLERS

Choice of American Industry

A LIFETIME of service is built into Colton Tube Filling Machines—and because of this proven dependability Colton Machines are being used by an ever increasing number of collapsible tube users.

A list of Colton Machine users reads like a roster of the leading manufacturers of tooth paste, cold cream and other ingredients packed in collapsible tubes. It was only natu-

ral, therefore, that when Lambert Pharmacal Company decided to build a new plant at Jersey City, N. J., that Colton Tube Filling Equipment was selected.

A new machine, which automatically fills, closes and clips over 100 tubes per minute, has been tried out thoroughly and is now in production.

Arthur Colton Company
2604 East Jefferson Ave.,
Detroit, Mich.

New!

Billowpak Liners and Pads

for protection . . . deluxe appearance . . . economy

HERE is luxury with economy, strength with the softness of velvet, unique air-cushioned protection with beauty.

BILLOWPAK is used for packageliners or interior padding of quality products. Furnished with various backing papers, in an assortment of colors . . . scored, or cut to size for ready use.

A perfect shock absorber, excellent insulation, reduces packing labor and is low in cost.

BILLOWPAK
REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES
CREPE WADDING

122 E. End St., New York City

Please send samples of White Billowpak or in Pastel shades: Pink; Green; Yellow. Dimensions.....

Name.....

Address.....

Attention.....

Our Product is.....



A cosmetic line, no matter how well known the contents are, must appeal to the eye with a distinctive covering or package.

heightened by the use of Foxon labels and label decorations.

New and improved designs are being created now to stimulate the revival of buying

LABELING AN ENTIRE LINE

The Vita-ray line, as one can readily see, is most unusual and appealing with its vivid contrasts of silver on black and on amber. The family resemblance and its distinguished appearance are further

interest. Modern merchandising demands a powerful eye attraction. Hence the use of Foxon labels by prominent manufacturers in their 1931 sales plans. Write for some of our sample labels.

THE FOXON COMPANY

225 West Park St.

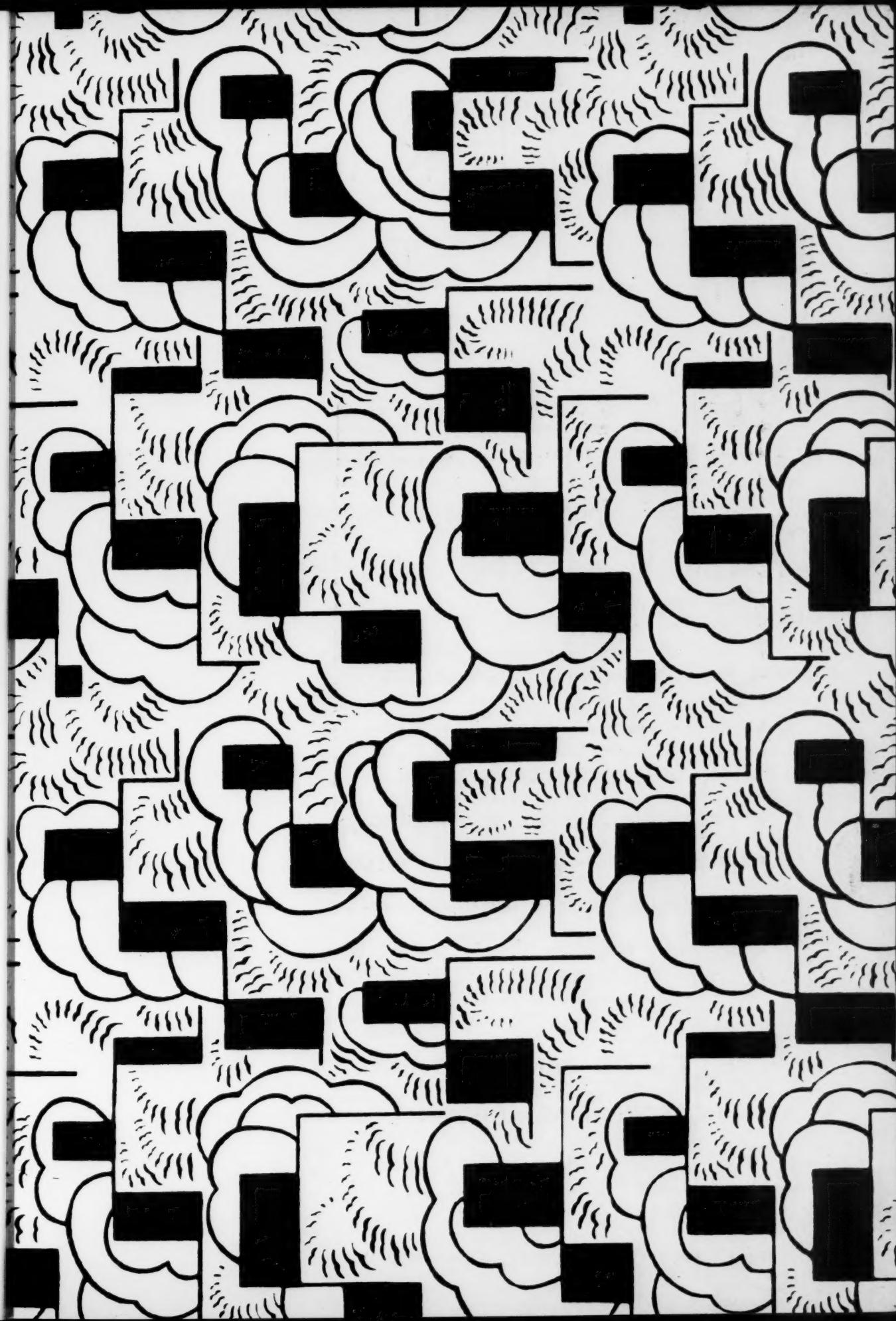
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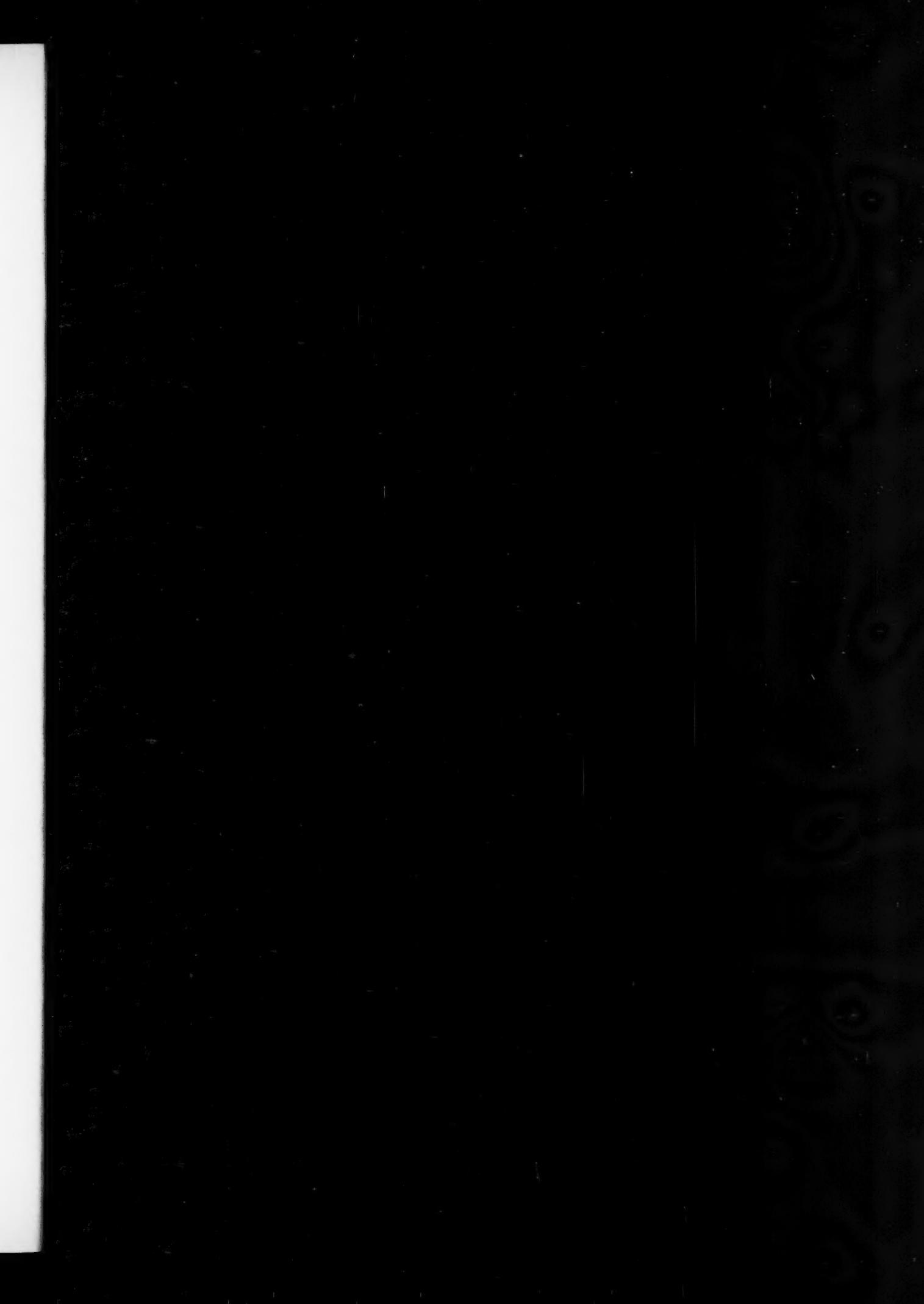
MODERN PRINTS

Have bright vivid contrasts and are made in a wide range of attractive pastel shades.

This new box creation provides a different way of treating the modern package not obtainable in the past, and at a price which makes it acceptable for large orders.

Working sheets are ready for those who want to try out the latest fad in box papers, on their dummy experimental boxes. Your requests will be quickly cared for and sample book with working sheets promptly mailed.

HAMPDEN GLAZED PAPER AND CARD CO.
HOLYOKE, MASSACHUSETTS



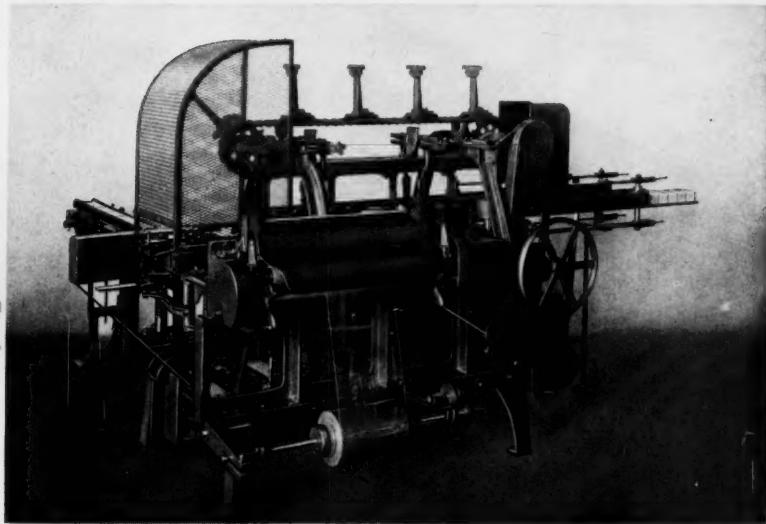
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~~Improved~~

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IMPROVED - - - - -

Cellophane Super-Sealed

Airtight--Watertight Packages with Cellophane's High Visibility - - - - -

Cellophane packaging has grown rapidly from one popular application to another, each more practical and advantageous than the last. Now this new Johnson Cellophane Wrapping Machine rings the bell with a clang like a fire engine.

Airtight protection! Goods proofed against microbes, staling, oxidizing, decay—by a seal like a submarine's shell. In fact, test packages have been repeatedly immersed in a bucket of water. Taken out, surface dried, and opened, the contents were found dry as chips.

All of this in a proved and practical Greater Capacity Johnson Wrapping Machine—with a guaranteed speed of 50 to 60 per minute on average sizes—and regularly exceeding this guarantee. This means the neat safe seal, the exclusive mechanical refinements and the full engineering experience of this company are embodied in the performance of one machine.

Every packager of a perishable product who wraps or would benefit by wrapping in cellophane will value this airtight protection. Write, wire or send the coupon for full details.

Johnson
CELLOPHANE
WRAPPING
MACHINE

JOHNSON AUTOMATIC SEALER COMPANY, LTD.
BATTLE CREEK, MICHIGAN

(Subsidiary of Battle Creek Wrapping Machine Co.)
Foreign Representative: G. S. duMont, Windsor House, Victoria St., London, Eng.

JOHNSON AUTOMATIC SEALER CO., LTD.
BATTLE CREEK, MICH.

Please rush me the details of your automatic Cellophane Wrapper:
 By mail Special Delivery Have a representative call.

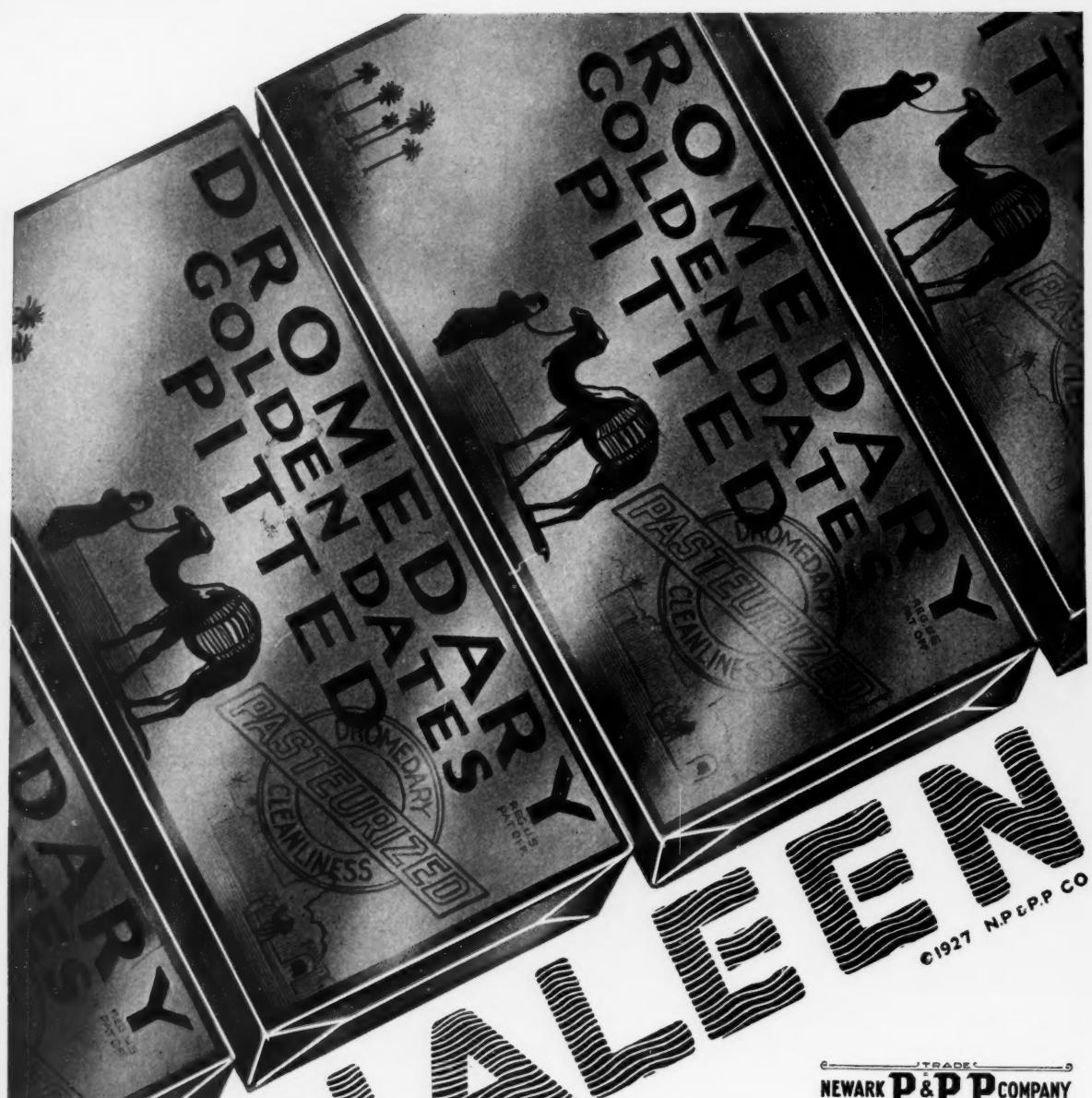
Name

Firm Name

Address

City State

MP 1-31



AQUALEEN

TRADE MARK REG.

© 1927 N.P.P.C.O.

AQUALEEN, the foremost transparent wrapping material on the market, reflects a widely known product, "Dromedary Dates." At the same time, the use of **AQUALEEN** reflects the trend of the most prominent manufacturers of products which require transparent wrapping.

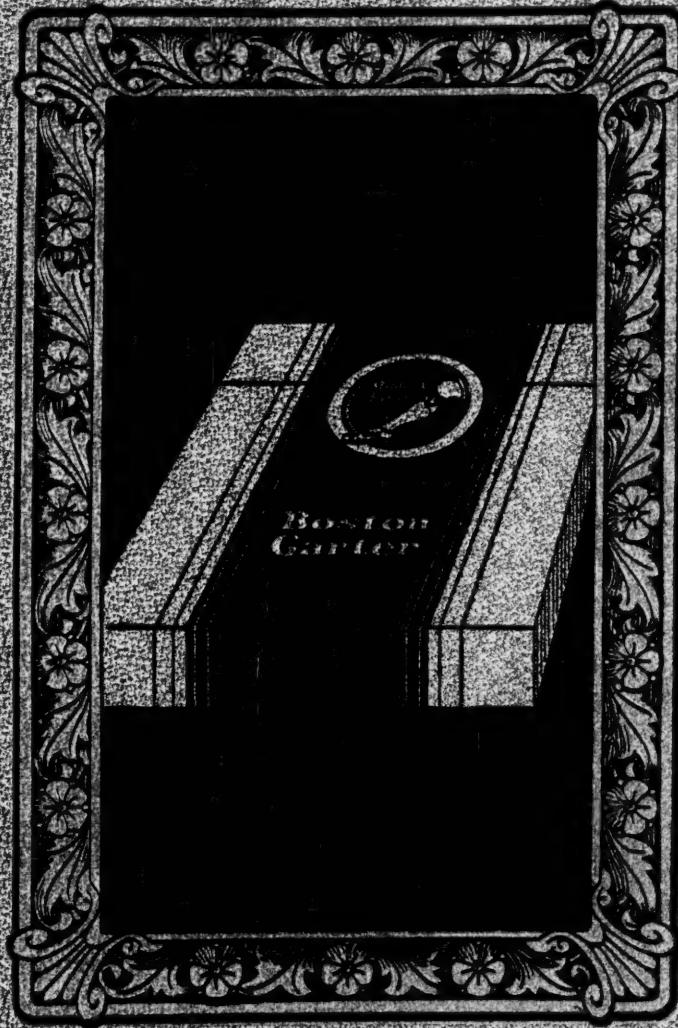
AQUALEEN was selected because it is airtight, moistureproof, grease-proof and combines perfect visibility with its many protective qualities.

Newark Paraffine & Parchment Paper Co.

Main Office and Mill: 46 Jelliff Ave., Newark, N. J.

N. Y. Office: 1071 6th Ave., N. Y. C.

Mill: Pittston, Pa.



BOSTON GARTERS found this striking unifoil-covered package an excellent sales stimulant.

Retailers willingly gave it a preferred position on their counters. Purchasers were attracted by the rich-looking, golden boxes.

Possibly one of our packages can win new sales for your product. Our Package Design Department will gladly submit suggestions.

REYNOLDS METALS CO.

5-41 W. 25TH ST., NEW YORK CITY

7-11 WARREN AVE., CHICAGO 6-3440 NINTH & SAN FRANCISCO

MASTER METAL PACKAGES

TRADE MARK REGISTERED U. S. PAT. OFF.

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OVERWEIGHT *lost profits . . .*

UNDERWEIGHT *lost prestige . . .*

. . . both must be guarded against!

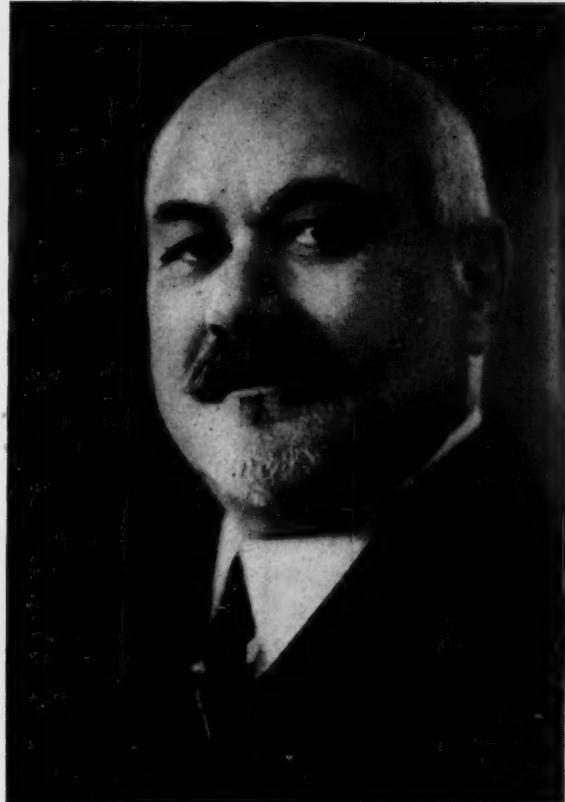
TODAY more than ever, the highest degree of packaging efficiency is necessary to protect the narrow profit margins of mass production. Packaging must be done speedily, and most of all with hair splitting accuracy—to prevent overweight that wipes out or reduces your slim margin of profit—or underweight that jeopardizes your priceless good will.

Every manufacturer of package goods has the same problem and the great majority of them are solving it through the use of Pneumatic Scale Packaging Machinery. Like The R. T. French Company, makers of the famous French's Mustard and Spices, America's leading producers, almost without exception, use Pneumatic Machines because they offer the "perfectly balanced combination of two great features—speed with accuracy."

Send for the book "An Interview". It will convince you (in five minutes' reading time) of Pneumatic's ability to help you.

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines
Weighing Machines (Net and Gross)—Top Sealers
Wrapping Machines (Tight and Wax)—Capping
Machines—Labeling Machines—Vacuum Filling
Machines (for liquids or semi-liquids)—Automatic Capping
Machines—Automatic Cap Feeding Machines—
Tea Ball Machines.



F. J. FRENCH

PRESIDENT, THE R. T. FRENCH COMPANY

"A manufacturer cannot afford to short weight either his customers or himself. Overweight means lost profits, underweight, lost prestige. Therefore he must have absolute dependability in his packaging operations—a perfectly balanced combination of speed, with accuracy. Pneumatic Machines give us that combination."



PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.
Branch Offices in New York, 26 Cortlandt St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W., and 9 Whitehall, London, England



Putting NEW SALES APPEAL Into Your Packages

Some products seem shelf-bound... Others just happen to sell... Still others have quick turnover manufactured into them and are made to sell still faster by the choice of exactly the right package.

Owens-Illinois offers you containers in tune with the latest trends of modern merchandising—eye-catching packaging that helps close sales where sales count for most—in the retailer's store. Our Department of Design is constantly active, developing new packaging ideas, both for our line of stock containers and for our customers requiring special design assistance. Owens-Illinois Glass Company, Toledo, Ohio.



Our booklet, "Putting New Sales Appeal Into Your Packages," describes the work of our Department of Design. May we send you a copy?

OWENS-ILLINOIS

BOTTLES



There Is No Substitute

What package paper permits no substitute?

Discriminating paper buyers have, for years, been choosing papers designed and created by Louis DeJonge & Company.

The reason? — Merely this — they have found the highest standard of excellence rigidly maintained, both as to originality of design, and quality of paper.

This continued use of DeJonge Papers by leaders of the industry is proof positive that we have successfully maintained the high standards which have ever been our major claim for patronage.

LOUIS DEJONGE & COMPANY

Philadelphia

New York

Chicago





K

ANNOUNCING the **KRAUSE METASEAL**

A metal label especially created by specialists in quality labeling for those manufacturers whose products must convey a finer appeal. « * * * *



Metaseal labels are easily applied and shape themselves to irregular surfaces. « *



Especially adaptable to quality products, such as Candies, Perfumes, Jewelry, Cutlery and other fine items.



YOUR INQUIRY IS INVITED

RICHARD M. KRAUSE
INCORPORATED
304 EAST 23rd STREET, NEW YORK
Representation in all prominent cities

MANUFACTURERS WHO DEMAND ACTION—USE PACKOMATIC MACHINERY



(Installation of Packomatic Container Sealing Machine, Bridge-man-Russell Company, Duluth, Minn.).



PACKOMATIC
“SCOTT” NET
WEIGHER

A unique patented friction-compensating device making it an unfailing gravity type machine. It will accurately operate at a speed of 30 per minute.



Whether you pack in cartons or cans there is at least one machine in the PACKOMATIC line that will help you produce better finished packages or cans. The quality and appearance of packages is as important as the quality of the contents. PACKOMATIC machines produce quality packages.

PACKOMATIC machines are designed and constructed to give a long life of service. They make your product look as important as you want it to and at the same time, by their unbelievable speed, they save untold labor and expense.

Let a PACKOMATIC engineer show you what Packomatic Automatic Machinery can do for you! Entire manufacturing plants are put upon a new basis of economy leading up to better operating under Ferguson methods.

We will exhibit PACKOMATIC Packaging Machinery at the Canners' Convention, Chicago, January 19th. You are invited!



PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS
NEW YORK ST. LOUIS



Branch Offices:

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Winning front line display for merchandise with attractive, unusual boxes



Some brands of merchandise, from peanut bars to platinum watches, always seem to gain the place of honor in the dealer's window or on the counter. With the competition for the front line as keen as it is today, a package must be novel, as well as attractive, to earn the dealer's favor. The unusual beauty of Bakelite Molded boxes wins a conspicuous place for your goods.

The Elgin display box provides an excellent example. Strikingly modern in design, it also has the advantage of a pivoted hinge, which permits the cover to be used as a base, with the watch invitingly

displayed in a vertical position. Bakelite Molded is an inspiration to the designer of boxes and displayers. New forms and designs, impractical with other materials, are easily reproduced in Bakelite Molded. Many pleasing plain colors, as well as duotones and variegated effects provide a wide choice. We would welcome an opportunity to show you some of the things accomplished with Bakelite Molded in producing better displayers, containers and closures. Write to us and enlist our cooperation in adapting this material to your individual needs.

BAKELITE CORPORATION

247 Park Avenue, New York, N.Y. Chicago Office: 635 W. 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.



BAKELITE



U.S. PAT. OFF.
numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

The registered trade marks shown above distinguish materials
manufactured by Bakelite Corporation. Under the capital "B" is the

THE MATERIAL OF A THOUSAND USES

AN EXPRESSION OF CONFIDENCE

IN 1931

On January 1, 1931, Einson-Freeman Co. Inc. moves to its new plant at Starr & Borden Avenues, Long Island City—near Jackson Avenue, the first station out of Grand Central on the Queens subway. ¶ This new plant has double our previous space and capacity, and embodies every facility of modern technical science for the efficient and economical production of Window and Counter Displays. It exhibits, under one roof, every step in their creation, from the first inception of the idea to its final installation. ¶ It is our concrete expression of confidence in the future—based, in turn, on the confidence placed in this organization by a distinguished array of leading advertisers. ¶ We take this opportunity to express our thanks and appreciation to our clients for the confidence that has made possible this growth, and cordially invite their inspection of our splendid new plant which, in the truest sense, is theirs.

EINSON-FREEMAN CO., INC. LITHOGRAPHERS

OFFICES AND COMPLETE MANUFACTURING PLANT
New England Office:
302 Park Square Building . . . Boston, Mass.



STARR AND BORDEN AVENUES LONG ISLAND CITY, N. Y.

Inventors and Manufacturers of the Einson-Freeman Patented Double Tier Container—Licensees for Canada Somerville Paper Boxes, Ltd., London, Ontario, Canada

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R. C. Specialty Fibre Cans

Shape requirements have never stumped the R. C. Can Co. designers. If you wanted a star shaped fibre can we could throw it on the drawing boards with the same certainty of getting a practical, producible container as we would have for the simplest of cartons.

Similarly any other seemingly insurmountable problem of design or production is greeted at the R. C. Can Co. plant as something to make the day's work more interesting. We are, and intend to always be, experts in trouble shooting. We have, and intend to have even more, customers who can rely upon us to produce fibre cans of uniform high quality, every day in the year.

May we show you what we can do . . . and how little it will cost?

R. C. CAN CO.

ST. LOUIS

MISSOURI

Factories at St. Louis and Rittman, Ohio



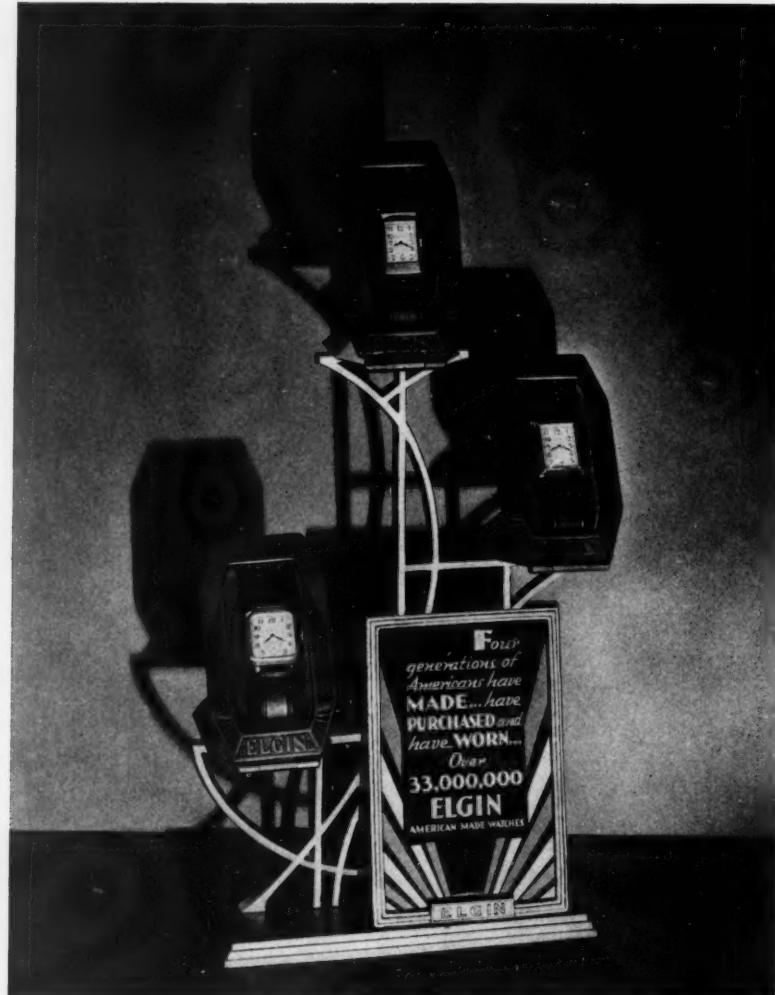
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one of our
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Norloc molds for Elgin

THE Elgin Boxes shown here have need of no window dressing backgrounds to attract attention and approval. The very qualities of design and manufacture which distinguish them as perfectly made boxes also serve to give them a prominent place in the buyer's eye despite adverse conditions.

Such boxes as these get the best window space, the ideal point on the counter . . . but never because they need them to be seen. Norloc boxes and the products which come in them win their place because they create a desire to buy and because they sell without pushing.

Merchandising through the channels of more attractive boxes is the principle upon which Norloc business is built. Such merchandising requires an expert knowledge of the desires of dealers and consumers, of tastes and trends, of design and construction. And such knowledge, with all it holds in store for you, is placed at your disposal when you come to Norloc for your boxes.

Norloc experts stand ready to study your product and to design a container for it. An interview will

cost nothing . . . will obligate you not at all. Write and let us tell you how Norloc boxes can make sales for you by showing how they have made sales for others.

Elgin Boxes (as pictured) don't "just happen." Their attractiveness and personality invariably begin with a thoughtful discussion between manufacturers and experienced resourceful package planning experts. It is here where Norloc experts can be of great aid to you.

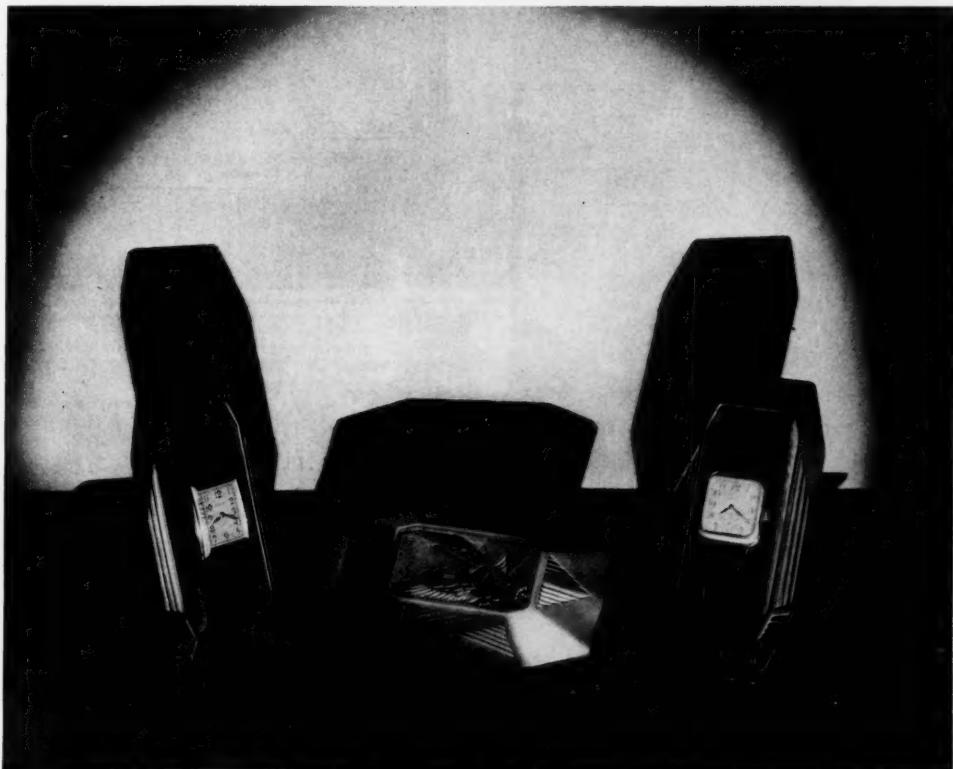
Today, more than ever before, you need the finest merchandising aids you can get. Your package, if created by Norloc can be all that you wanted it to be—in beauty, arrangement and utility.

For there is no copyright or monopoly on successful and profitable merchandising methods through the use of better and more attractive packages. This is available to packagers through Norloc. Your request for further information is invited.

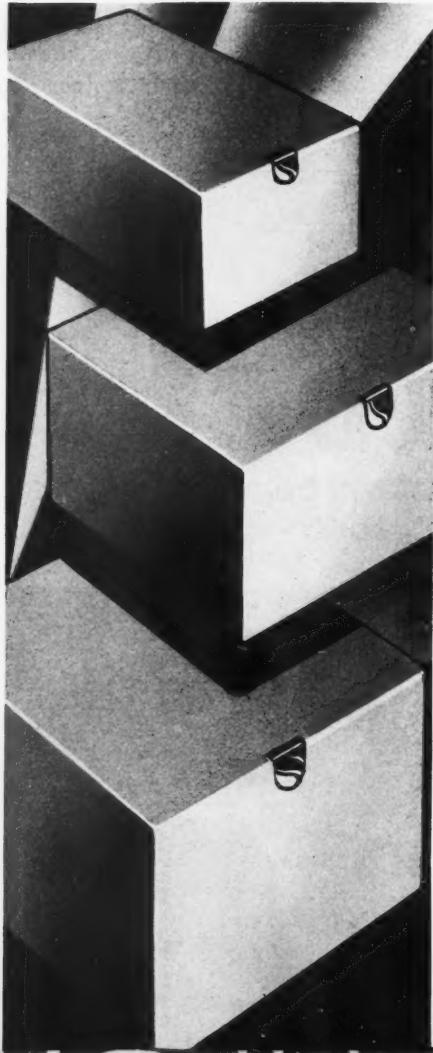
Molders of Plastics
Bakelite—Durez—Lumarith—Aldur

NORLOC

Norton Laboratories, Inc.
LOCKPORT, N. Y.



"GO-SAFE" MAILERS



A TWO OUNCE POWDER CURE

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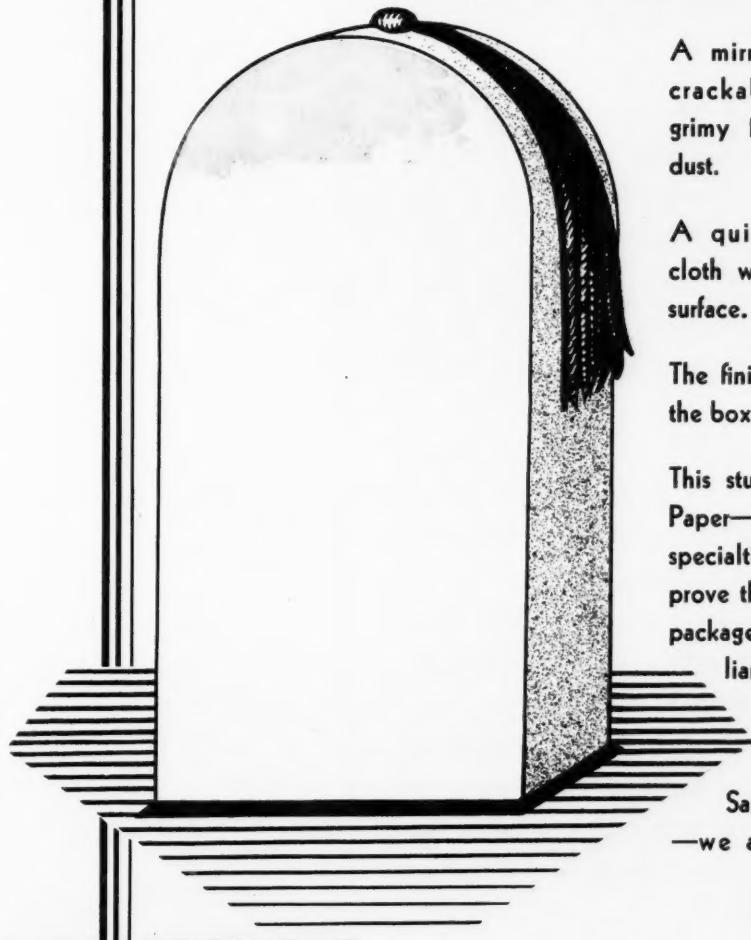
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condition.

As for cost—why, no more than any other type of
package. Let us hear from you—a post card
stating your problem will bring our answer the
"Go-Safe" way.

YOUNG BROTHERS
INCORPORATED
PROVIDENCE, R.I.
MAKERS OF PAPER BOXES FOR OVER FIFTY YEARS

MIRROR-RAY

The new waterproof—fadeproof, glasslike finish paper, in great demand on account of its unusual attractiveness.



A mirror-like surface—uncrackable—impervious to grimy finger marks or shelf dust.

A quick rub with a soft cloth will burnish its pristine surface.

The finish will last as long as the box.

This sturdy scuffproof Losco Paper—the first of the 1931 specialties—will certainly improve the appearance of your package. There are 14 brilliant and pastel colorings including black and ivory.

Sample books are ready
—we await your request.

LOUIS SCHULMAN CO.
463 Broome Street
NEW YORK, N. Y.

A. S. DATZ & CO.
16 S. Marshall Street
PHILADELPHIA, PA.

Consult our Window Display Department for ideas. Specializing in display papers, genuine raffi grass mats, spot and flood lights, etc. Catalog of display accessories on request.

DON'T HANDICAP 1931 SALES

BY OLD FASHIONED PACKAGING

If there is the slightest doubt in your mind as to whether your package combines the essentials of a modern, sales-building container, it will pay you to call a Continental representative immediately for consultation.

Packages which a few years ago were "good enough" may be a severe handicap to your sales in 1931.

Perhaps you've noticed that artistically a change is creeping into almost every type of merchandise. Are your packages keeping pace with the fast-changing sales problems of today?

This is an era of package merchandising—more and more manufacturers are using modern packages as sales aids at "points of purchase."

Continental's packaging specialists are constantly adding to the list of satisfied manufacturers who find the marketing of better cans more attractively lithographed, a powerful aid in increasing their sales.

Plan now to overcome the sales resistance of 1931 with correctly designed, brightly lithographed *Containers by Continental*.

CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 East 42nd St. CHICAGO: 111 West Washington St.

SAN FRANCISCO: 155 Montgomery St.

CHICAGO CINCINNATI WHEELING PASSAIC SAN JOSE BALTIMORE OAKLAND NEW ORLEANS ROANOKE
BOSTON DETROIT JERSEY CITY LOS ANGELES CLEARING CANONSBURG JACKSONVILLE SAN FRANCISCO SYRACUSE
NASHVILLE HURLOCK, MD. DALLAS E. ST. LOUIS DENVER SEATTLE BEDFORD, VA. KANSAS CITY, MO. HAVANA, CUBA

"It's Better Packed in Tin"

*From Actual Letters
in our files*

This new . . . container has been a gratifying success from the start, and has assisted in materially increasing sales.

. . . the package precisely reflects the high quality of merchandise it contains. Its development at this time has resulted in added gains in sales and the line has met with enthusiastic reception in all directions.

Your handling of our orders . . . enables us to deliver our products to the consumer in a very attractive and uniform container.

. . . there have been so many favorable comments upon the attractive appearance . . . we feel certain these cans will have a very healthy effect on the sale of . . .

. . . and we have had the opportunity to observe the special capacity of your company to encounter and overcome difficulties . . .



SYMBOL
OF
QUALITY AND SERVICE

MODERN PACKAGING

JANUARY, 1931

Volume Four
Number Five

A New Sausage Package Wins Increased Sales



A counter display featuring Armour's new Double-Pak sausage package (center), at the left, the new two-in-one package, and at the right the old full size lb. package

A store in Georgia is credited with furnishing a suggestion that led to the development of a successful package. It was noticed that at least half of the packages of pork sausage, originally in pound packages, were cut in half by the butcher and sold to the consumer. Immediately spoilage set in, the package was destroyed and a portion of sausage links were cut in half. So why not, said Armour & Co., provide two half-pound packages, joined together so that half-pound or pound packages could be sold without destroying the packaging or damaging the contents. And from this idea came the present sausage package used by that company with successful results. Actually the increase in sales, which is credited to the novelty of the new package, its beauty, convenience and the assurance of preservation to the unused portion of its contents, has been unusual, and, naturally, most gratifying.

In the development of this package, certain locking patents were incorporated in the carton with the result that less board was required than in the former carton which was used. In addition to this saving, there is an elimination of excess methods of packaging, packing and shipping. Should a half-pound of sausage be used,

the other half-pound can remain intact in the package, placed in an electric refrigerator and will not spoil for at least ten days, whereas with the old method contents spoiled after one or two days since they were exposed for a brief period of time.

The attractiveness of the present design, as already stated, is helping considerably in the sale of the merchandise. Two designs were considered: one, a winter scene, and the other a farm scene. Because the distribution of the product extended into territories where snow is never found, and because sausages have chiefly been made on the farm in the past, it was decided to use the latter design, although there is no intention to give the impression that the product is made on a farm. The vivid colors of the illustration and the blue lettering form an attractive assembly, and this is intensified by the transparent cellulose wrapping which surrounds the package.

The new package is really two containers in one for the two are connected by a scored strip that can easily be torn when the customer desires a half package which holds one half-pound. The pack- (*Concluded on page 82*)



Radiant health and energy are indicated in the choice of illustrative copy and color used to tie up with the vigorous appearance of the cereal package. From the Delineator.

We liked these advertisements for packaged products

because—



The tie-up between title and arrangement of products create a retentive effect. And the prominence of the illustrations in the sequence of their use have an unmistakable magnetism. From the Delineator.

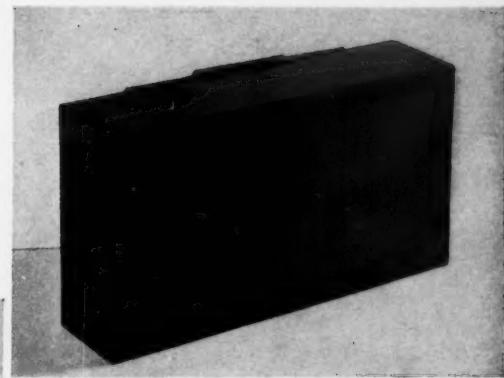
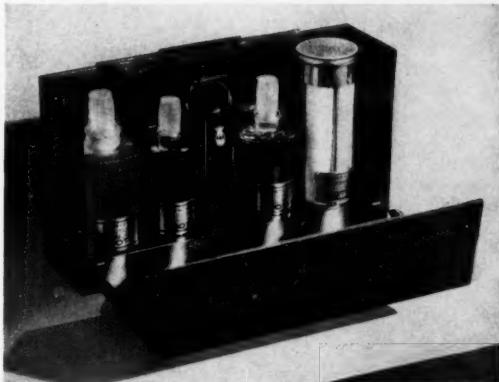
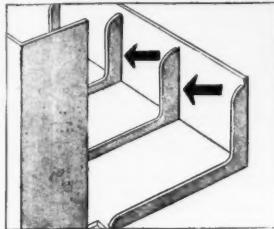


Uniformity and balance were used with excellent judgment. Note the duplication in the shape of the upper illustration with the trade mark label and the balance produced by the bottled product and glasses. From the Saturday Evening Post.



Stepping-Up Manicure Sets by Smart Packaging

Rigid guard rails lock bottles and stoppers firmly in place when case is closed



Photos by E. H. Rehnquist

(Left) The manicure preparations fit into depressions holding them in place. (Above) The Coty case as it looks closed

One year ago last December, Coty introduced a new idea in the packaging of manicure sets which not only set a precedent for the manicure field but for all toilet goods sets as well. Many will remember the dressing table tray in the manufacture of which a phenolic resinoid compound was used. Necessary manicure preparations fitted into this tray and, packaged in an extremely attractive box, it created an ensemble of outstanding appeal and merit. Throughout the toilet goods industry it inspired comments of high praise.

Now, a year later, another Coty manicure package has been introduced which bids fair to become the topic of conversation wherever smart packaging is discussed.

Made of a material similar to the tray, this new fitted manicure case, despite its ruggedness, is delicate in appearance and extremely light. It is an item of exquisite beauty and superb workmanship with colorings that are truly perfection. The standard manicure preparation bottles and the Coty patented manicure brush have been used and in such a setting, the beautiful bottles with their smart silver labels and chic glass stoppers stand out like jewels. The accessories consisting of orange sticks, cotton rolls and emery boards, are in a special metal capped glass container, also bearing a label similar in style to those on the bottles.

The problem in the manufacture of this case was to develop an extremely compact package sufficiently durable to stand the stress of traveling, be non-spillable and also an adornment to any dressing table. All these requirements have been ingeniously cared for.

In this new Coty fitted manicure case, the contents fit snugly into depressions which hold them firmly in place while the cover, constructed on the inside with rigid guard rails, locks the bottle stoppers and prevents any chance of spilling. Closed, the case is small and conveniently shaped to fit snugly into one's luggage while traveling. The cover is handsomely embellished with the Coty name and snaps shut with a positive friction catch. Its utilization is without peer. Long after the contents have been exhausted, it will stand up for re-use, and as the company has arranged for manicure refills, the case possesses a double value.

The Coty aim in developing these two new types of manicure sets was to gain for their manicure preparations the beauty and quality appeal which already exist in other toilet goods fields. Perfumes are, of course, the most outstanding examples of the greatly enlarged market which has been created by making a luxury appeal directly to the eye of the consumer. There was every reason to believe that the stepping up of manicure packaging would bring the same results in this field. But the accomplishment that has been achieved cannot be so mildly termed. It demands a more representative and descriptive definition. We are inclined to call it a true work of art.

What Does the Housewife Think

By K. M. Reed

An interview on this brings to light many important points from the purchaser's angle. The products play in the modern woman is here

In the past the average homemaker was quite content to devote practically all of her time to the home. Her outside interests were few and the actual household management consumed every moment of the day. She spent many weeks of each year canning and preserving foods for future use; even family meals were elaborate in character and required lengthy preparation. All household linens were made at home as well as a great proportion of the clothing worn by her family. But, this is the age of simplification and the situation has changed. The average woman of today, whether or not she is employed in a gainful outside occupation, has many other interests and the time devoted to managing her home must be greatly reduced. She is no longer content to sacrifice her own individuality. Yet her interest in making her place attractive and keeping her family well fed and clothed is as keen as that of her grandmother's.

Packages have been and are a great boon to the housewife of this generation. She is quick to adopt any method by which her work can be lessened, is alert to new ways of preparing foods and is constantly on the watch for new products that will reduce her home labor. Packaged products have done much to simplify housekeeping.

Managing a home and preparing three meals a day year after year is a monotonous task at best. The housewife of today is an avid reader of periodicals devoted to

home interests and through this medium learns of new products, new recipes and new methods. As the purchasing agent of the modern home she knows what she wants and quite frequently wonders why manufacturers do not ask her opinion about the materials she must use.

For some time past MODERN PACKAGING has been anxious to obtain her reactions to packages and packaged products. Recently we interviewed a woman who is managing a home in an inland town of less than ten thousand population. This woman controls the spending of about six thousand dollars a year and has an outside interest that requires at least five hours of her day.



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Most of her household work is done in the mornings so as to leave her afternoons free for other work.

An inspection of her kitchen revealed three large storage closets filled with packaged merchandise. Her own dressing table and that of her husband as well as the medicine closet in the bathroom displayed packaged products. Was this mere accident or was she adopting the easiest method of supplying her home? We followed her through one morning and asked questions with the following results:

Breakfast for this day consisted of stewed fruit, hot cereal, bacon and eggs, toast, cocoa for the children and coffee for the adults. The dried fruit had been purchased some time before from a retail grocer whose shelf was filled with competing packages. Why was that particular brand of fruit purchased? She told us her first reason was the brand name. Extensive advertising of this particular brand had identified it in her mind with high quality and a trial of the product had justified her faith. The color and design of the carton was also a deciding factor. The fruit, illustrated in natural colors, looked appetizing and suggested a variation of the menu. She had also learned that this particular brand required less sugar in cooking.

But, this particular package proved difficult to open. The fruit was first packed in a heat-sealed paper bag and then placed in a carton. In opening the package some of the fruit was spilled because the bag was glued to the inside of the carton. Will she buy this brand again? She will, at least once, but it is quite probable that if the same thing occurs she will change to another brand.

The cereal package is a round carton, convenient to use as it fits easily into her hand. She has an objection to this particular package, however. It is necessary to cut out a triangular shaped piece of the top of the car-



Ewing Galloway

ton to permit pouring, and resealing the container is impossible. For this reason she transfers the contents of the package to a glass jar and discards the original package. If this carton had been equipped with a metal spout similar to those used on salt packages it would have functioned until the contents had been used.

The bacon package is a folding carton. Another brand formerly used in this household was packaged in a box with a separate cover. This was not convenient in use because the cover was easily bent or torn and it became necessary to remove the contents from the container. The folding carton now outlasts the contents.

This housewife buys a particular brand of eggs because they are guaranteed fresh. However, she wishes that they were sold in a box strong enough to place in the refrigerator without removing the eggs from the original container.

The cocoa package is a square tin box decorated with a label that had been familiar to several generations of housewives and is purchased by name. The label covers the joint of the cover with the body of the box and is frequently difficult to remove and reseal. The cover often becomes bent and does not fit snugly when re-applied with the result that the product becomes caked.

Varying the breakfast menu is difficult and this housewife wonders why it isn't possible to sell wafer-thin slices of sugar-cured ham in packages similar to those used for bacon. Another suggestion was cooked cereals in cans at a reasonable price. At the present time there are a few cooked cereals on the market but the price is so much more than the cost of cooking them at home that she can see no reason for purchasing them.

It is interesting to note just what decides the purchase of articles on her shopping list. Certain staple articles of food are bought without regard to brand name except where the packages are more convenient to use. Sugar, for instance, is asked for by name because it is sold in cartons which she prefers. Cotton bags filled with sugar are wasteful to use unless one has a large space for storage bins or jars. Here again there is the complaint about the difficulty of resealing the container and again the metal spout is suggested as a way out.

Oil for cooking purposes is ordered in quart cans equipped with a metal spout which reseals the can after using. This particular can is ideal from the housewife's point of view. Vinegar is bought in glass bottles with metal caps although after opening the bottle the caps are usually discarded and a cork is substituted. This necessitates a search for a cork of the proper size and is troublesome.

Spices are bought in metal cans with sifter tops. This housewife purchases one particular brand and was influenced in its favor by extensive advertising, free cook books and the impression of quality given by the appearance of the containers. She has but one objection—the same design is used on all the packages and the name of the spice is printed in letters too small to read when placed upon a shelf. Her suggestion that each spice be packaged in a container that will instantly identify it or the name of the spice printed in larger type is well made.

For variety in bread, packaged muffins or rolls are used because the protective quality of the wrapper and its assurance of purity are the deciding factors. Butter is purchased by brand name because it is identified with sanitary conditions of manufacture. Packaged in a paraffined printed carton the design suggests purity and wholesomeness. A pound package is divided into four individual pieces, each wrapped in waxed paper, offering convenience in use and protection until the contents have been used.

While placing her order in the retail store the housewife glances around at the packages displayed. An attractive black and yellow package first attracts her and she grants it closer attention. The background of this package is black and decorated on one side with a letter "Q" which almost fills the front panel. The reverse side contains a short description of the purity of the product and the method of packaging employed. She is assured by the first reading that the product has been packed sanitarily and is convenient to use. This package sold the product.

Another inspection of the dealer's shelves brings several cans of oysters to her attention. One stands out more prominently than the rest, but when in her hand she notices that the oysters displayed on the label are greenish in color and is unconsciously repelled. The sale of this brand was lost through the poor coloring and bad art work on the label. Whether or not one brand is of a better quality than the other the housewife does not know but she does purchase one that looks eatable. Ten pounds of potatoes are ordered and when delivered in the paper bag which has been torn en route, are emptied into a bin. They are all sizes and shapes and if it were possible to buy graded potatoes in small bags, it would be easy to specify the size desired. This method would save her the time required to select those of desirable size for baking or other purposes.

In buying vegetables she selects those that are most attractive in appearance—celery hearts in printed paper wrappers, tomatoes each individually wrapped in transparent paper. But lettuce is stacked in a basket and the outside leaves are bruised and torn from the contact. If these, too, were encased in transparent protective wrappers it would do away with the necessity of picking over the lettuce and assure her of a clean product.

Canned vegetables are purchased only when fresh ones are not available or when canned products offer greater economy and convenience. In this instance she is influenced by advertising, the size of the tin or glass container and the trade name. Glass jars she finds are more expensive and for that reason seldom buys vegetables in glass. Occasionally she is tempted to try unknown brands because of their price but is usually disappointed in the quality and therefore purchases by name.

Quite recently a butcher in this particular town experimented with meats in packages which were favorably received but for some unknown reason he never re-ordered this type of product. Packaged sausages, pork patties and frankfurters are available and the housewife is particularly enthusiastic about a package which contains one dozen oval-shaped sausage cakes carefully protected by waxed paper and a folding carton. These cakes are a great convenience in preparing breakfast or supper dishes.

Entertaining by this housewife is informal in character and her "emergency shelf" of packaged dainties is a great help in preparing a bridge supper or a midnight snack. One cupboard in her kitchen contains the widest possible assortment of cans, glass jars, tins, tubes and other packaged products which make informal meals a delight to prepare.

Certain old favorites among toilet preparations are bought by this housewife only because of their reliability and, these sold in unattractive packages, are kept out of sight when not in use. Other preparations, in smart containers, are in full view on her dressing table and many of these containers are applied to other purposes after the original contents (*Concluded on page 64*)

Decorative Papers Continue to Reflect Modernism

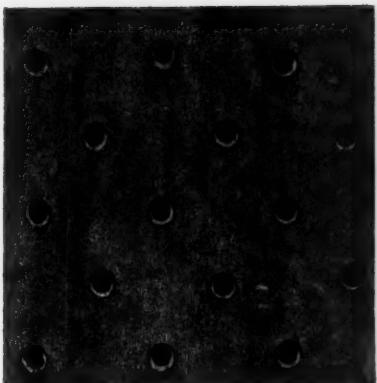


plate three

plate four

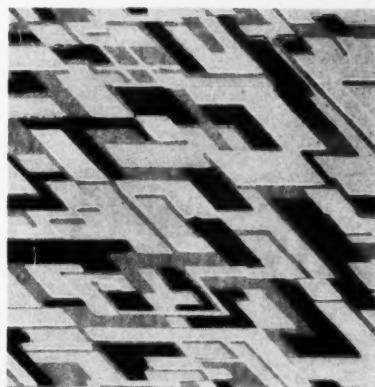


plate two



plate one

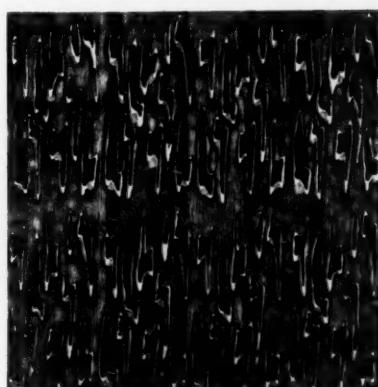


Plate one. An unusual treatment in black and white, made most effective by the use of bold splashes of white in the outline of the design. Obtainable in other color combinations. From McLaurin-Jones Co.

Plate two. Clearness and sharpness are the predominant notes in this modernistic design employing yellow and green on a blue ground. By Hampden Glazed Paper & Card Co.

Plate three. A geometric pattern, of two tones of lavender relieved by the separation of a purple hue, is brought into prominence by the use of gold. By Hampden Glazed Paper & Card Co.

Plate four. Black and silver and a variation of the coin dot treatment make this a particularly striking covering. Also produced in other colors. From McLaurin-Jones Co.



One of the duplex automatic rotary labelers in operation at the plant of the American Beverage Company

Comparative Labeling Costs*

The Carl H. Schultz Corporation of Brooklyn, N. Y., are bottlers of a wide line of soft drinks marketed under their own name, Dr. Brown's Celery Tonic and other drinks of the Schoneberger and Noble Company and chocolate milk drinks formerly manufactured by the Brownie Corporation. All three organizations are now subsidiaries of the American Beverage Company whose Brooklyn plant bottles one of the most diversified lines of soft drinks in the world.

At the present time the bottling plant of the Schultz company contains two O. & J. duplex automatic rotary labelers, one similar labeler of another make and two labelers of the hand-fed, semi-automatic type. The two duplex automatic machines are units in two production lines. The third automatic machine is used only when many small runs of various sizes of bottles must be made in a single day. The changes necessary for different bottles are made while the rest of the line is on other runs, and when one run is completed the bottles are switched to the other labeler with minimum lost time.

The first duplex labeler which was purchased has operated steadily for three years from nine hours a day to twenty-one in the summer months. The second machine was installed about nine months ago and is equally satisfactory. When applying both body and neck label and foil, these machines are operated at a speed of 96 bottles per minute each. The labels and

*An engineering audit by Rasmussen and Company in collaboration with Theo. Schoerner, general superintendent of the Carl H. Schultz Corp.

foil are perfectly applied, and no glue is left on the bottle at the sides of the label. It is important that labels be applied perfectly and evenly, otherwise when on display in a store window or on a merchant's shelf the uneven labels would present an unattractive and nonsymmetrical appearance, thereby decreasing considerably in sales appeal.

When labeling Dr. Brown's Celery Tonic, which requires a body label only $3\frac{1}{8}$ in. wide by $3\frac{3}{4}$ in. high, placed $\frac{5}{8}$ in. from the bottom of the bottle—the machine is operated at a speed of 100 bottles per minute and has operated satisfactorily at 110 bottles per minute. Neither labeler is often operated faster than 100 bottles per minute for the reason that the fillers are adjusted for that speed. Arabol iceproof glue is used. The labels are unvarnished, but are of all sizes and shapes, irregular shapes predominating. Bottles also are of many shapes and sizes from 7 oz. to 10, 12, 22, 24, 28 and 32 oz.

This particular plant does not use a labeler of the single automatic type but comparisons are made with that type in other plants, under conditions identical to those prevailing here, and included in this report.

On the same size bottle with the same shape, size and number of labels, with tin foil, a single automatic type of machine will handle 72 bottles per minute, with an efficiency of approximately 80 per cent. The duplex machine has an important advantage over the single in that the duplex has two label handling devices, each of which handles only alternate bottles. This

means that while the table turns somewhat faster, the actual labeling operation is slower and consequently a higher speed and higher efficiency can be maintained.

Both single and duplex machines can be refilled with labels without stopping the machine. Both require about fifteen minutes for changing labels and foil when a different product is to be bottled. This feature is important where maximum output is desirable.

Carl H. Schultz Corporation recently brought out a new Club Soda that as yet does not sell in sufficient quantity to warrant its being bottled in the regular production line. Another production line is used for these short special runs, and labels are applied with hand-fed labelers of the semi-automatic type. Operating with the same bottle and the same



A cabinet display showing a group of the soft drink products manufactured by the Carl H. Schultz Corporation

labels as those used on the duplex machine, the hand-fed labeler maintains an average speed of 50 bottles per minute, but with an efficiency of only about 70 per cent.

In the table below are shown comparative labeling costs on all three types of machines. Inasmuch as each type of machine has a different rate of production, the figures have been set up on the basis of an average daily production for $7\frac{1}{2}$ machine hours.

No data were available at this plant for determining definitely the life of each machine; therefore, depreciation and average interest are based on a life of ten years. The allowance for repairs compensates for the difference in design of the three machines. Inasmuch as the duplex labeler op-

(Concluded on page 70)

COMPARATIVE LABELING COSTS

(12-oz. bottles with body and neck label and foil (glue and labels not included))

General Data

	Type of Machine		
	Duplex	Single	Hand Fed
First cost of machine installed	\$5600.00	\$3300.00	\$800.00
Number of machines considered	1	1	1
Hours machine time per day	7.5	7.5	7.5
Days operating per week	6	6	6
Days operating per year	300	300	300
Capacity in bottles per minute	96	72	50
Efficiency	88.9%	79.6%	72%
Production net in dozen per day	3200	2150	1350

Annual Fixed Charges

	Type of Machine		
	Duplex	Single	Hand Fed
Depreciation—First cost + 10 yr. life	\$560.00	\$300.00	\$80.00
Average interest at 6%	184.80	108.90	26.40
Allowance for repairs:			
\$5600.00 \times 2% per year	112.00		
3300.00 \times 4% per year		132.00	
800.00 \times 4% per year			32.00
	<u>\$856.80</u>	<u>\$540.90</u>	<u>\$138.40</u>

Daily Operating Costs

	Type of Machine		
	Duplex	Single	Hand Fed
Daily fixed charge—annual—300 days	\$2.85	\$1.90	\$0.46
Power at \$0.01 — kw. hr.	0.09	0.06	0.03
Operating labor (includes oiling, minor repairs, adjustments, etc.)	4.33	4.33	4.33
	<u>\$7.27</u>	<u>\$6.29</u>	<u>\$4.82</u>
Total	<u>\$0.00227</u>	<u>\$0.00293</u>	<u>\$0.00356</u>

Cost per dozen bottles labeled

	As Compared with	
	Single	Hand Fed
Per dozen bottles labeled	\$0.00066	\$0.00129
Cost reduction	23%	36%
Annual saving on basis of 3200 dozen per day	633.60	1238.40
Return on added investment	27.5%	25.8%
Return on actual investment	11.3%	22.1%



E. H. Rehnquist

Some few years ago when color, design and art in commerce were as yet unexploited, or created, if you will, all that was necessary was a product appealing to consumers on its merits alone. No further inducements than an established reputation and the allotment of a small percentage of the small advertising budget to keep it in the public's eye, were required for merchandising appeal. With the expansion of business interests and the rapid broadening and creation of individual fields, however, with the resultant scramble for a proportion of the sales in the offing, veterans woke up to find these policies of quiet progress totally inadequate. Their acceptance of the new business trend, notwithstanding, was immediate.

Muhlens & Kropff, Inc., rate among the first in the toiletries field and the new 4711 line, recently placed on the market, in addition to the company's reputation as its background, has, to recommend it, several packaging features of eye-catching appeal.

New Packaged Products Added To Old Line

The entire new line of three items includes shaving cream, soap and skin balm. The shaving cream, perfected after much research and perfumed with the popular Eau de Cologne odor, is packaged to harmonize with the company's other familiar products, blue and gold being the basic colors. This item has been incorporated also in the Special Men's Set which is put up in two styles with the Eau de Cologne talcum powder. In each instance, the 4711 Eau de Cologne and 4711 Lotion Vegetale completes the ensemble. The company's unique design in blue with gold scroll work and 4711 monogram in harmonizing lines is carried out in all the containers and tubes. The special sets are packaged in set-up boxes covered with metallic, cloud-like effect paper in a green background.

Of noteworthy interest is the new super-fatted soap. In the packaging of this product, the successful and favorable merchandising feature of the window treatment was employed for the first time. In the adoption of this feature a most distinctive touch has been attained, lending an air of luxuriousness to the appearance of the suede cloth paper box which is encased in transparent cellulose. The soft, rich pastel tones of this box covering, with the name of the product and manufacturer printed in gold, are further emphasized by the high lights and reflections cast by this wrapper.

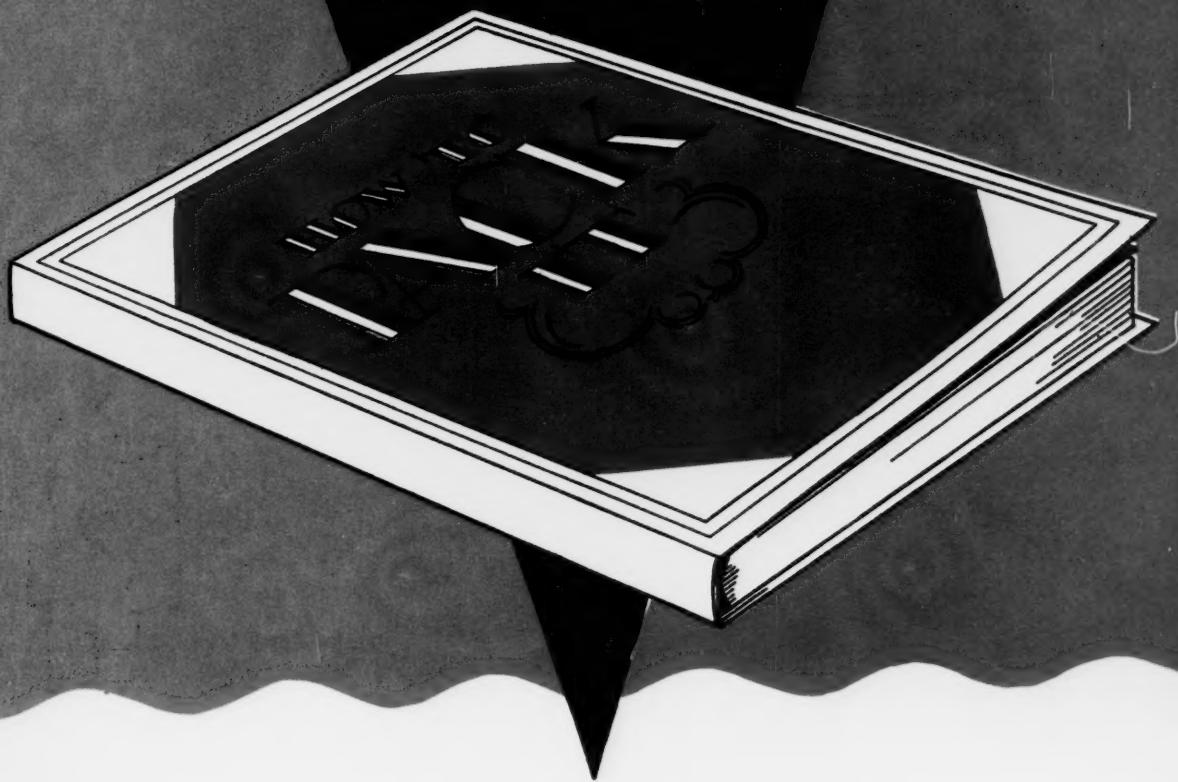
An artistic sense was also developed in this packaging operation, in that departing from the customary oblong-shaped opening in packages of this style, the window is designed in the form of an inverted triangle, further adding to the beauty, modernity and unusuality of the package. The four cakes of soap in a pastel color, contrasting with the equally delicate tone of the box, give a delightful color (*Concluded on page 54*)

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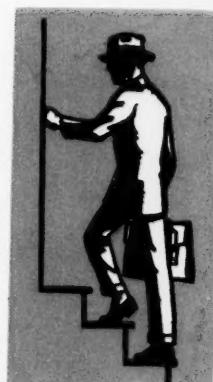
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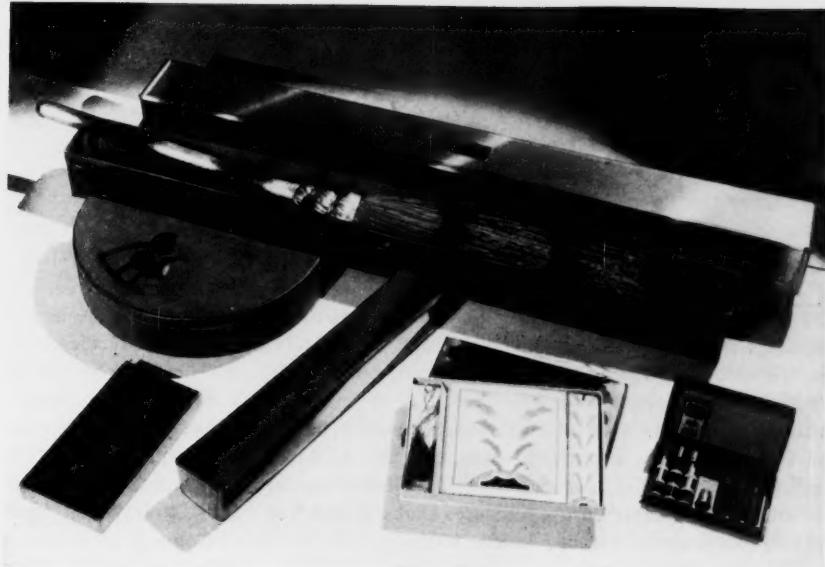


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Packages in the Spotlight



Top photograph. From the Kippy Kit Company, "Harthwitch," for the fireplace packed in a silver and blue box. From left to right: Semi-circular sewing box in pastel-colored velour edged with gold paper from Ralph Kraetsch, Inc. Two black and dull silver boxes for individual and large Swizzle Sticks used for mixing and cooling drinks, salad dressings, etc. By the Tri Clover Company. Black and gold box for bridge combination set of score pads and tallies. By the Buzzza Company. A sewing box covered in red for traveling purposes. Made by Mason Box Company

Lower photograph. Travel kit of glass containers in black glazed paper box lined with multi-colored paper in modernistic design. By Loreen Studios. White, black and silver container for bottled liquid cleansing cream. By Wildroot Co., Inc., and sold by F. W. Woolworth & Co. Red and white covered box used for cone-shaped incense. By Concentrated Products Corp. Black-covered box used for toilet water, lined with silver foil, constructed to fold and display as shown. From Embree Mfg. Co. Woodbury's liquid facial freshener with label in skyscraper effect in green and black. Sold by F. W. Woolworth & Co.

Editorially Speaking

Cost Package vs. Cost Product

One of our readers has written us requesting that we tell him the relation between the cost of a package to the cost of its included product; specifically, in the case of inexpensive products and comparatively high priced products. To which we have replied that such a relation is difficult to stipulate because of the fact that diversity in practice among the several packaging groups, as well as among manufacturers of similar products in the same group, indicates that erroneous or ambiguous impressions may be created.

We have obtained from some manufacturers who use packages certain confidential information on the cost of their packages and packaging operations and have collected similar data from other sources, all of which we plan to use, if possible, to arrive at a series of figures which will be representative of each group or of certain products. So far the evidence shows that the personal element in each case varies to an extent that makes a general figure a little more than just a guess.

In packaged staples, such as sugar, salt, cereals, etc., there is something of a standard ratio on package costs, for there the allowable expenditure is quite low. But when we get into the higher priced, and especially the gift and toiletries, lines we find a wide variation.

The subject requires considerable investigation and takes into account factors which may not be apparent at the first glance. While it is true that there is a limit as to what proportion of cost should be absorbed by the package, this is so dependent on the work the package performs that comparisons are often unwise.

We will appreciate hearing from our readers as to their experience in cost considerations and ratios as affecting package and product. The subject is one that comes quite properly under the head of package economies and it should be given a wide hearing.

Packaging, Food Industry's Greatest Development

During a recent radio address, C. M. Chester, Jr., president of the General Foods Corporation, characterized the individual packaging of food products as the greatest development in the history of the food industry. "The force back of the packaged foods movement," said Mr. Chester, "has been the public demand for better and cleaner foods, induced by generally better standards of living. The idea of foods attractively packed in individual containers has been enthusiastically and universally accepted because it satisfied this demand.

Pure food laws, too, have been instrumental in this movement, but the protection of public health has been regarded by the manufacturer as his great opportunity for further service, rather than merely his responsibility.

"The packaged food represents a significant advance because it is a guarantee of quality. Unlike food sold in bulk, it bears the name or brand of the manufacturer or producer, which identifies it for the consumer. Its high quality must be maintained or the public will cease to buy that particular brand."

Coming from the head of one of the largest enterprises engaged in the production and merchandising of food products, these statements can be given more than ordinary weight in groups other than those represented by the food industry. Packaging offers the "opportunity for further service." In present-day merchandising, there is probably no more important factor to be considered than that of service—that additional thing, function, adjunct or extra—which, added to the quality of the goods, secures a preference that manifests itself in increased sales.

Not only in the food industry but among other groups it will be found that the greatest distribution progress has paralleled that which shows the greatest development in the use of packages and of packaging methods.

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Color in Industry

Too late to be included elsewhere in this issue comes the announcement of the exhibition on the science and art of color which will be given by the Museum of Science and Industry of New York at its headquarters, 220 East 42nd St., from Jan. 20 to March 15. A visit to this exhibit promises considerable of interest to those package users who are concerned with color, although by no means is this interest confined to such a group, for it is stated that the exhibition will be the first comprehensive effort yet made to indicate the use and future possibilities of color in virtually all departments of modern life, and will bring to the general public and the technician a better understanding of scientific and artistic aspects of color.

The exhibition will be held in collaboration with leading American scientists, artists, technicians, engineers and educators, and will be open daily without charge from 10 A. M. to 5 P. M. Exhibits will range from colored kitchen utensils and other articles in the home, to clothes, decoration, reading material, food products, color in transportation, manufacturing and industrial processes, and give glimpses of the kaleidoscopic cities of the next century.

In addition to numerous exhibits of color arranged by the museum itself, more than two hundred outstanding scientific, industrial and business organizations will show displays. Individual exhibits will number in the hundreds, ranging from the scientist's spectroscope and intricate color-producing machinery to colored articles in daily use.

A distinctive feature of the exhibition will be an unusual arrangement of the exhibits in six major groups, permitting the layman as well as the expert to follow in logical progression from the initial group illustrating the nature of color on to groups illustrating color production, color as seen by the human eye, the measurement and specification of color, examples of color materials, concluding with exhibits of color applications.

Many exhibits will be visitor operated. Switches and levers will permit the visitor to make his own demonstrations. A color printing press will be in actual operation, and daily demonstrations of instruments and apparatus will be given. Guides will explain many of the more complicated scientific items, and plans have been made for a series of lectures during the course of the exhibition by well-known physicists, chemists, psychologists, artists, designers, illustrators and others.

"Because of the profound effects which color and its wise use may contribute to our lives, and the general appeal to all which color makes, the museum has undertaken to demonstrate to the public the great scientific and artistic advances recently made," Professor Charles R. Richards of the Museum staff, stated. "For the first time, color will be presented not only from any one standpoint in a single field, but from the inclusive standpoints of the scientist, the artist, the psychologist and the technician, and an endeavor made to correlate them. The exhibition will provide an opportunity for the general public to view concrete examples of the amazing range and diversity of color uses, and to see color processes rarely available outside the walls of laboratories and in technical industries."

In asserting that we are probably on the threshold of a new era in the use of color, Professor Richards voiced the opinion that "this third decade of the twentieth century might be characterized by future generations as the real beginning of the age of color."

Pioneering in Meat Packaging Swift & Company are pioneering the packaging of meats because they believe it represents a development in keeping with the trend of the times and because they wish to keep their products in the forefront of consumer performance. Swift & Company have made it a very definite policy to market these packaged meats in the established channels of distribution. They have confined their efforts entirely toward producing these packaged meats and offering them for sale. They have not employed any high pressure methods or extensive advertising campaigns to

force the sale of these items, believing that, if there is a real consumer preference for these products, this consumer preference will be felt and so interpreted by alert and leading retailers all over the country. The initial success Swift & Company are enjoying with packaged meats does indicate that there is a consumer preference for them, and the steadily growing volume of business encourages them in the belief that packaged meats will, at a not far distant date, occupy a prominent part in the life of the nation.

The above constitutes a series of conclusions indicated in a talk on packaged meats which was given recently by T. H. Menten of Swift & Company before members of the New York, Pennsylvania and Ohio Ice Association, and is outlined here to show the interpretation which one manufacturer places on the functions that are expected of his packages. It will be noted that emphasis is particularly placed on the ability of the package to merchandise the product; i.e., to create consumer preference, and this is gained, to no mean extent, by fulfilling the customer's demand for convenience, compactness and cleanliness in the package.

Such conclusions, if not already accepted by other large meat packers, are under serious contemplation, and the industry in the main is prepared to adopt, and improve where it can, methods of packaging, and the use of packages. The packaging of frozen foods had its inception in the meat and fish industries; there will probably be many other packaging innovations that these industries may sponsor. It has been characteristic that each convert to packaging has brought some new idea or plan that has added to the knowledge or progress of packaging in various groups of industry.



We Maintain a Permanent Exhibit Our local readers, as well as those who have occasion to visit our fair city, will be interested to know that we are now maintaining at our New York office a permanent exhibit of packages. These include the latest developments in the various materials, shapes and types of containers, wrappers, labels and other package forms.

The value to us of such an exhibit is inspirational and instructive and we believe readers will likewise be benefited, so that a cordial invitation is extended to those who care to pay us a visit and view the assembly of packages. This exhibit will be kept up to date, showing concurrently those packages which are featured in MODERN PACKAGING as well as other models which reflect present-day trends. Needless to say we will welcome additions to this collection and it is hoped that producers of new and interesting packages will supply us promptly with samples of their handicraft.

The Package of the Month



The stimulus for better packaging methods has now made itself felt in the peanut industry. In fact, we might say, it is already entrenched. The degree to which this has been accomplished, and its far reaching results, is evident in the illustration above and the story of the contributory factors in the growth of this product as received from the office of the Tom Huston Peanut Company. It marks an evolution in the merchandising of this favorite food, that, as with other products, has proved a source of convenience and satisfaction to both retailer and consumer.

The glass jar reproduced is but one of the units in this company's advertising campaign and incorporates, first, excellent packaging operations, secondly, eye-catching display. This method is a far cry from the time when peanuts were handed to the consumer in cheap paper bags direct from the retailer's stock can. Now packed in uniform transparent waxed paper bags, the necessity of filling a bag for individual purchases is eliminated, affording the retailer an immeasurable saving in labor and time. Forty bags comprise the jar's supply and make a neat-looking, sanitary display.

The jar assembly is by all odds the outstanding feature of this unit. Its characteristics compel attention from all angles. The base made of Durez in brilliant

red and green colors and the glass top painted red perform the function of arresting interest in the product as well as investing the packaged jar itself with a certain amount of stability. The use of this material for the base due to its durable qualities is noteworthy because of the handling the container receives daily by the retailer.

The base, specially designed, allows the jar to perform still another prominent action, in that it is used as an accessory to the company's national advertising. It fits snugly into this specially constructed base which has a frame on front projecting several inches downward, and so fashioned as to hold a card 8 x 5 x 7 inches. These message cards, supplied by the company, are changed each week when the dealer is stocked with new merchandise. And since the frame projects downward the display must rest on the front of the counter, giving it first place in counter displays.

The need for a merchandising right-about-face in this industry was realized some time ago by Tom Huston, president of the company, and a veteran in the industry.

As short a time as five years ago, packaging and advertising appeal for this product was unthought of and the methods of distribution uneconomical and unsound. Peanuts were roasted and sold (*Concluded on page 72*)

Life Extension for Packages

Package re-use—prolonging the useful life of a package—is directly in line with economy. To the consumer, the package which admits utilization, after its original contents have been exhausted, this type of container represents a bonus; to the manufacturer, it signifies the continuance of good-will—a lasting advertisement of his product.

By Waldon Fawcett

It is notorious that economic impulses usually come in waves. This being so, we may anticipate an emphasis, for some years to come, on the thrift motif. Conservation, closeness in buying and 100 per cent utilization of purchases and materials will be more or less the fashion in all lines of trade and in everyday life. This has been characteristic, in the past, of every period of recovery from a business depression. History is due to repeat itself at our present stage of commercial convalescence. And distribution is due for the sharpest pinches because, rightly or wrongly, distribution stands accused of extravagance.

All of which state of affairs is calculated to direct the attention of all packers and packagers to one of the most significant manifestations of the period, viz., the pronounced and very general trend to the more complete capitalization of packages. Utmost utilization of containers—the exaction of wear-out service from commodity receptacles—is being made at once an art and a science. If this activity in behalf of package employment, carried to the stage of exhaustion, were confined to a few trade fields it might not be worthy of passing notice. But it is a habit that is rapidly becoming universal.

Several separate and distinct versions of the ideal of enlarged service are in play simultaneously in the packaging world. Virtually all of these attain their ends by what may fittingly be termed "life extension" for packages. Achievement in other directions could not promise nearly so much. Inelastic package forms cannot well be strained to carry more contents if that be desirable. Production costs cannot be cut below bed rock. But it is theoretically possible to prolong the active, useful life of a package, enabling it to more fully repay its first cost. Yes, on occasion, to return a profit in terms of good-will if not in money. The turning of

this theory into practical application is providing, just now, one of the most interesting spectacles that has ever been embraced in the drama of packaging. The most impressive touch is supplied by the circumstances that both package makers and package users are busily at work to raise the average "life expectancy" of packages.

The sundry strategies to the common end of life extension for packages might be described, respectively, as package salvage, package conversion, the development of supplementary service and the cultivation of package versatility and package adaptability. Package salvage is the phase of the multiple program regarding which newspaper readers have heard the most, thanks to the persistent publicity of the National Committee on Wood Utilization. Yet, for all the ingenuity that has been shown in finding household uses for second-hand wooden containers, it is obvious that this remunerative "wrecking" of wooden packages has not, for most packers and packagers, the business-building quality that is inherent in some of the other outcroppings of the same general idea.

Package conversion is superior as a direct-acting sales stimulant. In this category fall all the thousands and one clever recipes for transforming a container, once its primary task of fetching and carrying has been performed, into a new entity, useful or ornamental, or both, and mayhap in a field quite apart from its initial employment. Supplementary service for the erstwhile discarded package most commonly finds expression in the development of a storage function, over and above the role of pack-bearer. The new concept of package versatility and package adaptability is illustrated by the bonus which many a packager is enabled to give ultimate consumers in the guise of "re-use" or "after-

"use" assets. But it is likewise exemplified by the package that, after tenure as a shipping case, comes to a glorious resurrection as a display container for counter or show-window posturing.

When one looks into the matter it is all too apparent that in almost no instance does it just happen that a package enjoys an extra lease of life to the glory and profit of its sponsor. Usually, life extension for packages, as for humans, is attained only at the price of study, examination and systematic reconciliation to environment and conditions. Doubtless it would surprise laymen if they knew how much redesigning of packages has been undertaken in recent years with malice aforethought to provide a premium in package service. In certain lines, such as confectionery and toilet goods, we may behold novelty packagers allowing the tail to wag the dog to the extent of selecting containers chiefly on the score of the appeal, in terms of post-package use, which the transformable receptacles will exert with purchasers who desire the always tempting "something for nothing."

If it is important, in modern merchandising strategy, to lay plans well in advance to make a package structure a self-contained premium for itself, it is equally important to determine in the preliminary stage how the life-extension plan shall operate. For, be it known, there are several separate and distinct species of postscript duty, each calculated to enable a container to render a "heaping measure" of service. For example, one technique makes its bid strictly in terms of after-service or after-realization that is of benefit to the purchaser of commodities in wholesale quantities or large units. To illustrate, let us cite the maneuver of the manufacturer of soap chips or other laundry supplies who is, nowadays, delivering his product in cotton bags which the laundryman may pass out to his customers as catch-alls for soiled linen or for conversion into anything from a duster to an apron. Containers that have "recovery value" and are redeemable for cash by the original packer or that find a ready market with second-hand dealers are in the same category.

A contrasting technique that requires, of course, the guidance of quite a different set of values in resurrection packaging, is that which is concerned only with blessings that can be showered on everyday ultimate consumers. Here, in turn, two courses are open to the packer who is desirous of investing his package with the quality of usefulness, plus. One policy proposes to convert a container through the addition of other elements that change its character and function. A case in point is that of the jar which may be metamorphosed into an artistic table lamp by the addition of a top carrying the electric bulb and shade. Set over against this is the even simpler formula which stretches the useful life of the container without outside aid or accessories.

Of all the forms of life extension for packages, this last is perhaps the strongest in appeal to the average

buyer of packages at retail because it holds out a promise of reward without putting the consumer to any bother or necessitating any extra outlay. Eloquent of the straight-away life extension of the dual-purpose package is the confectionery casket which may be turned into a jewel box, cigarette box or sewing box. Likewise, the small cedar chest which has a new lease of life as a miniature, moth-proof closet. And the perfume bottle which wins permanent place on milady's dressing table. By reason of its obvious usefulness and direct appeal, this type of redeemable package is particularly effective to persuade a purchaser to buy a larger unit than would ordinarily be called for in order to secure the premiumized container.

No survey of the current plots to prolong package life to the enrichment of the package owner would be complete without due recognition of a very special group of candidates for favor, viz., the packages for adults that may be turned to the account of juvenile amusement. In this category are the cartons that graduate into colorful doll houses and variants all down the line to the Noah's Ark with its animal crackers. Some of the packages of this type may be relegated, as soon as empty, to the nursery or play room. Others require a bit of remodeling, as, for example, the carton that has its new character defined on its inside walls and must be reversed or folded inside out to take its new role.

In connection with the later phases of the life extension movement in packagedom one notes one manifestation that betokens a stiffening policy among package users. This trend might be defined as a strong preference for the long-life package that never loses its identity nor the touch of symbolism which is a reminder and an incentive to repeat orders. During recent years some packagers have, in their enthusiasm for re-use and after-use potentialities, been led far away from the original environment and even from the normal function of the receptacle. Specifically, certain manufacturers of bath salts and like specialties have evolved bizarre containers that are assured permanency as ornaments or bits of bric-a-brac. But that loses, in the shift, all semblance of suggestive memory-servers.

The blow of disassociation is softened in some degree, to be sure, if the packer takes care to place upon the container that is to be alienated from his service, an indelible trade mark calculated to recall the past. Even so, market experts grumble over the loss of good-will momentum, complaining that, once a package has been drafted as an ornament or feature of interior decoration it will not be likely to be examined often enough or at sufficiently close range to allow the trade-mark impression to register. So the new fashion is away from the type of package that sinks all its individuality in its after-life and toward the type that, while working overtime, does this in such manner as to constantly recall to the beneficiary the origin of the unit and its initial service.

In an age of thrift thinking and closer buying on the part of a considerable portion of the consuming public, there is need for subtlety in attaching a premium annex to the package. There is a hue and cry, every now and then, over the "high cost of distribution." Incident to this, critics make fair prey of the container which in value or appearance is out of balance with its burden. Agitators shout conviction of all the sins of excessive overhead if they can but discover an arty package which looks as though it might have cost more than the contents. Such alarms get nowhere in the fields of luxury articles and the less essentials—jewelry, toilet goods, confectionery and the entire range of gift merchandise. Purchasers at retail know full well that part of the price they pay is for the stage setting. And they pay cheerfully, knowing that the package adds more than it costs to the ensemble and the sense of satisfaction. There is the risk, though, that so complacent an attitude may not be found with all buyers of necessities. So the exponents of elastic packaging, who keep the closest tab on the public temper, are striving, nowadays, to devise packages that will give a touch of super-service without a suspicion of extra cost. As a sample, behold the decorative lithographed metal boxes used by certain bakers of cakes, crackers, and biscuits.

A detail that had not been much thought of in the early stages of development of long-life containers has lately had more attention and has brought the conviction that in this quarter variety is indeed the spice of life. The premiumized package, more than the ordinary package, needs to be changed from time to time, not only in exterior aspect but in the character of its after-employment. A moment's reflection will demonstrate the soundness of this logic. A package form that serves solely as a carrier from the factory to the point of consumption and is discarded upon arrival at the latter point might continue its original "dress" through the ages, if one does not accept the doctrine of package redesign for design's sake. But the dual-purpose package is preserved and given a new duty after its original contents are consumed. So far, so good. But, however useful the after-employment, it is a foregone conclusion that the habitual consumer will sooner or later acquire so many of the convertible packages of a given pattern that all present and prospective needs are supplied. Plainly, the only way to maintain the interest and whet the appetites of purchasers of bonus-packages is to introduce at intervals fresh versions of the standard package which extend the package life in different directions. Or, if the packer is daunted by the obvious difficulties of fundamental reconstruction, he may attain the same end by exploiting, from time to time, new uses for his versatile package form just as the clever marketer is ever alert for new uses for his product. Sometimes a passing popular fad may be capitalized for package glorification, as, for instance, the deft manner in which certain packaging paraphernalia has been tuned to the whims of bridge players.

If a packager desires not to ring the changes on his

utilitarian package any oftener than is necessary, he may take steps to ascertain the saturation point for any particular form of convertible container. This was the course followed by the packers of Por-A-Spoon Coffee. The Por-A-Spoon can, equipped with a seal locking cover which automatically measures a teaspoon, tablespoon, or dessert spoonful, is destined primarily to dispense a definite, uniform amount of coffee. But the container is no less serviceable for various dry staples such as rice, salt, sugar, soap powder, etc. The packers, figuring upon repeat orders under the premium urge, investigated and found that the average housewife can use not less than six of these versatile containers in kitchen and pantry.

The bonus-carrying package has long since proved its mettle as a magnet for new customers. Recently the schemes for renewing the youth of a package are revealing themselves as trading-up devices for the relief of packagers in one of the most difficult situations that has confronted the fraternity in years. The convertible or extra-service adjunct may prove the salvation of the full-size package. As our readers know, a large section of the public has recently conceived a mania for 5-cent and 10-cent packages and small sizes in general, to the neglect of regulation, standard sizes, more profitable to packers. It is, however, a foregone conclusion that purchasers cannot expect nor look for after-use in a dwarf package. Usually it is physically impossible to make a pigmy package serve two masters in succession. Therefore all persons who are susceptible to re-use or life-extension appeal must of necessity look for gratification of their desires to full-stature packages. If this restriction of a profitable "hereafter" for packages to the major items of the line be emphasized to the public, it cannot fail to draw a liberal quota of consumers to the packages that require a larger outlay in the beginning but return, therefor, secondary as well as primary compensation. It is equivalent, one sees, to making the premium element in the package a quantity discount.



J. D. Rankin has been appointed special representative of the Du Pont Cellophane Company and is assigned to the fresh and frozen food products field. In discussing Mr. Rankin's appointment recently, O. F. Benz, director of sales for the Du Pont company, said: "Our interest in this development of processed, packaged food is naturally more concerned with the merchandising and marketing angle. Impending changes in the meat, fruit and vegetable marketing field are close at hand. Developments in refrigeration equipment, both for shipping and retail display, quick freezing machinery, packaging material, all leading to vast changes in our merchandising methods, are the subjects of discussion at conventions and meetings of all kinds. Numerous experiments on the part of manufacturers of this equipment as well as the producers themselves are taking place daily and the background of the present and future is being built up."

Washington Correspondence

The earlier reported lack of consistency in the methods of packing similar merchandise, not only as between stores but frequently between departments in the same store, is an outstanding finding reported in the summary of the survey of department-store wrapping and packing practice, which the Division of Simplified Practice of the Bureau of Standards has been conducting in cooperation with the National Retail Dry Goods Association.

A great variety of uneconomical practices was disclosed by the survey. In one store, merchandise destined for hand or common carrier was being wrapped on the selling floor and completely refolded and rewrapped at a central wrapping station, the original supplies being discarded if slightly damaged. Wrappers frequently were found failing to take full advantage of special types of supplies, as by not sealing gum-lipped bags, or neglecting to use the attached cord supplied with hat boxes.

The Committee suggests that supply buyers follow more closely the style trends of certain merchandise so that containers may fit their contents more exactly. Many stores were found to have boxes for hats and umbrellas entirely too large for the current styles, involving waste also in tissue, wrapping paper, twine, and tape.

It is held inexpedient to allow too much discretion to the individual wrapper in the choice of materials, and more careful training in the fastening of packages is suggested, an undue amount of twine being required in certain systems of knotting. Consistent and impartial follow-up by the store executives is recommended to insure adherence to rules and regulations for handling wrapping supplies. The Committee is preparing definite recommendations based on the findings to present at the February Convention of the Association.



According to a statement, recently issued by W. G. Campbell of the U. S. Department of Agriculture, the "Canners' Bill" is expected to establish new food standards, the McNary-Mapes Bill authorizing conspicuous labels for substandard products.

The McNary-Mapes Bill, which amended the Federal Food and Drugs Act and which was passed by the last session of Congress, authorizes the Secretary of Agriculture to determine, establish, and promulgate from time to time a reasonable standard of quality, condition, and fill of container for each generic class of canned food, except meat and its products, and canned milk. It also authorizes the Secretary of Agriculture to prescribe a form of a statement which must appear in a conspicuous manner on each package or label of canned food falling below the standard and which will indicate that such canned food falls below such standard.

The word "class" means, and is limited to, a generic

product and does not mean a grade, variety, or species of the generic product. By "canned food" is meant food hermetically sealed in containers and sterilized by heat.

Consideration is to be given to trade practice and consumer understanding as to what constitutes a standard product. Public hearings will be held at which the tentative standards will be discussed.



Simplified Practice Recommendation No. 69—Packaging of Razor Blades—has been reaffirmed by the standing committee of the industry, without change, for another year, according to a recent announcement of the Division of Simplified Practice of the Bureau of Standards. Reports from eight manufacturers, in reply to a survey of production, conducted prior to the revision meeting, indicated the degree of their adherence to the recommendation to be approximately 95 per cent.



P. I. A. Elects Officers for 1931

At the annual meeting of the Paperboard Industries Association, held at the Commodore Hotel, New York City, on Nov. 20, 1930, the following officers were elected for 1931: President and chairman of executive committee, J. H. Macleod, Hinde & Dauch Paper Co.; vice-president, Paperboard Group, Henry D. Schmidt, Schmidt & Ault Paper Co.; vice-president, Container Group, R. H. Dollison, Fairmont Box Co.; vice-president, Folding Box Group, E. Victor Donaldson, Robert Gair Co.

In addition to the above, the following were also elected as members of the executive committee: Paperboard Group, J. P. Brunt of The Container Corporation of America and Hugh Strange of the John Strange Paper Co.; Container Group, M. M. Madson of The C. F. Downey Box Co.; Folding Box Group, E. G. Gereke of the Gereke-Allen Carton Co., and W. G. Latham of the Fort Orange Paper Co.



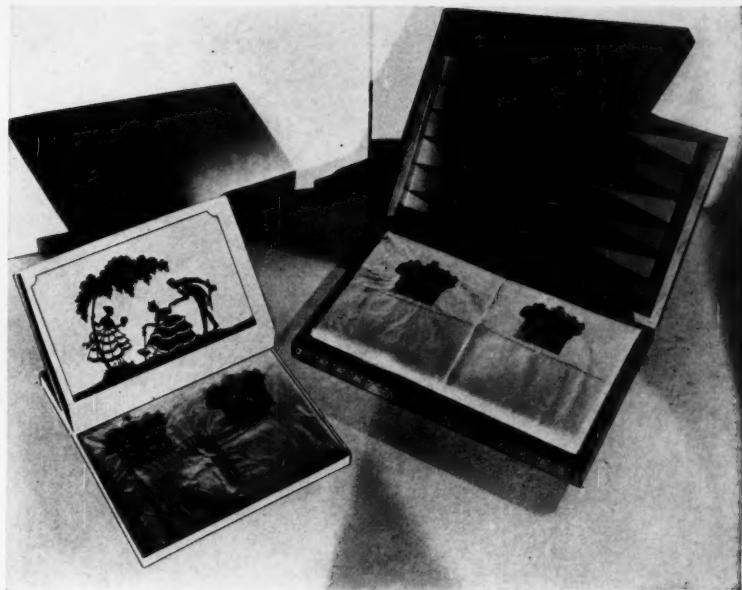
A Veteran Brings Out New Packaged Products

(Concluded from page 46) effect to the entire package. Here, indeed, is an item well worth consideration. The soap comes in four odors, each box complete in one, the company considering that an assortment of the four would be inappropriate or undesirable.

The third product in the new line is 4711 Honey Jelly, intended for the preservation of the hands. In keeping with its contents, the tube and package of this item is light cream in color with black lettering, marking a departure from the well-known blue and gold design.

Package the Household Product— for Interest

By Ann Di Pace



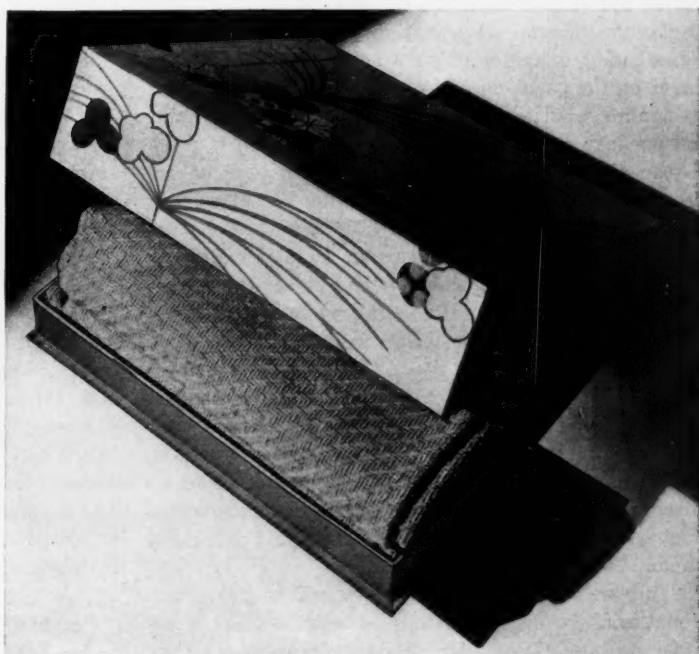
E. H. Rehnquist

Every month brings its quota of business houses in numerous and varied fields who have not felt the feverish pulse of packaging as an increasingly dominant factor in its merchandising. We grant that there are some fields still open where this urge has not been made evident, as yet, but a little crude figuring by the old hand and finger method leaves very few to be accounted for.

Of those who adopted packaging when the economic necessity was first presented, the initial methods employed fade into insignificance in comparison with what is being done today. And of these, we say, that they have attacked the problem with a vengeance—a profitable, a nice vengeance. In fact, temptation stalks at our footsteps and very quietly, lest the intonation raise a hue and cry, whispers that many of these modern packages are not fulfilling their original purpose, rather are they superseding the product itself. Which, though it may arouse the ire of many, is not as ugly as it sounds. Anything, regardless, that tends to build up the sales of an item, is not to be belittled. Advertising on a broad scale—and, of course, by that we mean, pulling advertising copy—has taught us the value of outside influences. Were it not for snappy, appealing advertisements with their equally fine illustrations, would as great a number of concerns be so firmly entrenched in the consumer's home?

Many a foresighted executive has taken advantage of a fad of the day to popularize his product. But nowhere

have we seen this displayed with better acumen than in the backgammon package used to pack the sheets and pillow cases of the Pepperell Manufacturing Company. Backgammon, the game of the hour, resurrected from the wraith of the gay nineties, is again in our midst, taking all by storm. And by one of its clever packaging methods, the Pepperell company makes a genuine backgammon board available to every purchaser of one set of bed linen which is wrapped in transparent cellulose. The board as the illustra- (*Concluded on page 84*)



E. H. Rehnquist

THE MAGNIFIED PACKAGE HOLDS



Have you considered the display possibilities of the "Jumbo" package? "Jumbo" containers—in other words, heroic reproductions of folding cartons, metal or glass containers—always seem to have a capacity for commanding attention. We won't attempt to put our finger on the psychological reason for this. It may be the giant proportions given to the more familiar standard package—the fact that a third dimension is given to the display—or the interest that most of us are prone to express when observing either an enlarged or miniature reproduction of some object. Whatever the reason behind it, "Jumbo" cartons have the capacity of attracting the eye of shoppers and passers-by.

Probably the most interesting point in favor of "Jumbo" displays of packages is their direct association with the product itself. Because of this they help to familiarize the public with the package, the product and the brand name. There is real advertising value in their forceful ability to leave mental impressions, impressions that will eventually benefit the manufacturer and dealer by prompting buyers to reach for the package automatically or to ask for the product by name.

"Jumbos" adapt themselves very well to full or sectional window display. Coupled with attractive arrangements of the smaller standard size packages, they

go even further toward driving home familiarity with the brand name and package design. Often they are allotted places of honor in the interior of stores.

The more popular methods of producing these magnified reproductions are by lithography and letterpress printing. Silk screen process is followed in some cases. The best methods to follow in printing depends upon such points as package design, number of colors, size and quantity.

Looking at this type of display from an economical standpoint we find the cost per unit very moderate as compared to elaborately designed, involved and often abstract types of displays prepared for the retailer.

"Jumbo" displays of cylindrical containers, metal paper cans, glass jars, etc., can be assimilated by using a half-round set-up such as illustrated in the Kaffee Hag carton which affords an appearance to onlookers of a round container. These can be printed on carton board and shipped flat. They have a special flap enabling dealers to form them into a half-round display. In the case of irregular shaped bottles, jars, tubes, etc., it is often advisable to use flat easel type display cards in heroic size.

"Jumbo" reproductions of cartons, boxes or similar rectangular containers can be made up in a folding

CENTER OF DISPLAY STAGE

style so that they can be shipped flat. Only a few seconds is required to set these up into shape ready for use. Some manufacturers make a practice of utilizing reproductions of their packages as packers for quantities of the smaller size containers filled with the product. Instructions attend the shipment urging the dealer to set up the larger containers for window display purposes after the contents have been removed.

Retailers generally welcome this type of display material. It is a direct tie-up with the original package and product which is on their shelves. Food stores utilize them to considerable extent as a tie-up with nationally advertised brands. Groceries, delicatessens and meat markets find a special advantage in using them for displays over the week-end when perishables must be removed from the windows.

A few interesting examples of "Jumbo" containers in current use are Harriet Hubbard Ayres (face-powder), Heinz food products, Probak razor blades, Swift's Silverleaf lard, Kellogg's Kaffee Hag and other Kel-

logg products, Iodent toothpaste, Brookfield butter, Coca-Cola, and Eastman Kodak films.

An approximate idea of the original size of the Jumbo cartons accompanying this article in comparison with the sizes as illustrated is interesting.

In the illustration at the top of the page opposite, White House Rice Flakes, stands imposingly at 24 in. x $16\frac{1}{2}$ x $7\frac{3}{4}$ in.; Swift's Silverleaf Lard, $15\frac{1}{2}$ x $7\frac{3}{4}$ x $7\frac{3}{4}$ in.; Nucoa, $19\frac{3}{4}$ x $9\frac{1}{2}$ x $4\frac{5}{8}$ in., and Kellogg's Pep Flakes, $20\frac{1}{8}$ x $15\frac{3}{4}$ x 9 in.

In the illustration at the bottom of this page, the Mentholatum carton measures 21 x $6\frac{1}{8}$ x 5 in.; Kaffee Hag, the huge size of $20\frac{1}{4}$ x $20\frac{1}{4}$ in.; Probak blades, the original package of which fits into the palm of your hand, $11\frac{5}{8}$ x $6\frac{1}{2}$ x $2\frac{1}{2}$ in.; and Swift's Jewel Shortening, 17 x $7\frac{3}{4}$ x $7\frac{3}{4}$ in.

Most products are without individuality until draped with the personality of their package. The "Jumbo" display presents a helpful merchandising tool toward magnifying this personality before the eyes of prospective users. Not a new idea, yet it is a type of display the novelty of which never seems to grow old.



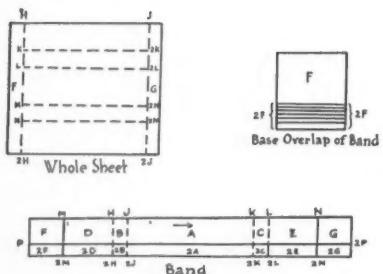


Fig.1. Banded wrapping for milk chocolate coated Biscuit. (Half Size.)

PAPER WRAPPINGS

By E. T. ELLIS

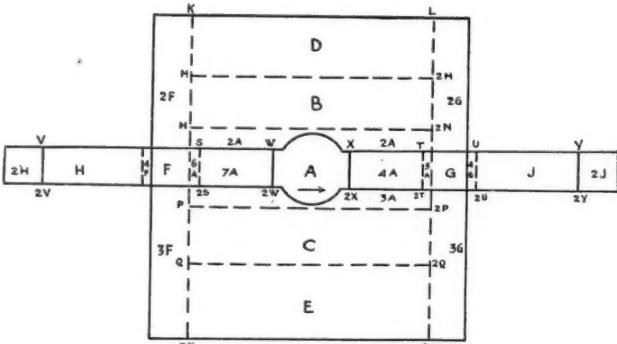


Fig.2.- Banded wrapping for extra thick Chocolate-Coated Afternoon Tea Biscuits..(Actual Size)

Paper wrappings for biscuit packing are a comparatively new idea. In my young days single biscuits were never wrapped, but nowadays nearly every biscuit, especially of the more expensive kinds, is covered with one, two or more wrappings. These wrappings may be foil, opaque paper, transparent paper or semi-transparent moisture-proof material, and though many are neither tinted nor printed there is a growing tendency to supply them complete. Crude paper coverings are no longer in big demand, but tastefully tinted and actually printed wrappings are eagerly sought after.

Ten types of paper wrappings for biscuit packers are described and illustrated in this article. There are innumerable others, some of them of considerable interest. Biscuit packers who seek to cater to a world market should study the biscuits of each country and their wrappings, in the various towns and cities where they are manufactured, for in this way a better idea can be obtained as to the reasons for using the different types of packing materials.

The chocolate covered biscuit will always have a good demand and it is, therefore, useful to study some of the banded wrappings employed for these. Fig. 1 illustrates a two-piece banded wrapping in which a farinaceous biscuit coated with milk chocolate is sold to the public. Each specimen is wrapped singly, the whole sheet consisting of foil, and the band of opaque paper. The whole sheet is, as will be seen, nearly

square. C is its top, B its back, A a portion of the base, E the other portion thereof and D the front, while F and G are the ends. A overlaps E to about $\frac{1}{2}$ in., but the folds of the ends are not, as a rule, well defined, the foil being turned on to them, and not forming end underlaps on the base.

Folds which are slightly more than full right angles are made along the lines L2L, 2L2M, 2MM, and ML, while folds which are a shade less than full right angles, must be provided along the lines K2K, N2N, HL, J2L, M2H, and 2M2J. No adhesive is used to hold A to E or to hold the foil on to the ends.

Below the whole sheet is given a separate drawing of the paper band. This should be tastefully tinted on its entire outer surface, and the wide band 2F, 2D, 2B, 2A, 2C, 2E, 2G is made up of no less than six subsidiary tinting bands of various depths. To show this more clearly, a separate drawing is given of the strip F, 2F of the band. Biscuit packers should especially note that the use of bright colors for these tinting strips greatly adds to the attractiveness of the example.

The entire top of the band consists of A, 2A, the ends being lettered in one case B, 2B, and in the other, C, 2C. The base is compound, consisting of a left-hand portion made up of F, 2F, and D, 2D, and a right-hand portion comprising E, 2E, and G, 2G. Adhesive is applied to the under surface of G, 2G; and F, 2F is

FOR BISCUITS

It should be noted that certain biscuit wrappings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of any types inquiries should be made through patent agents.

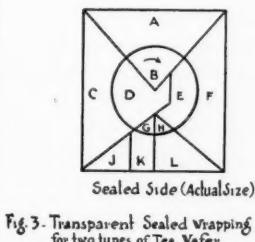
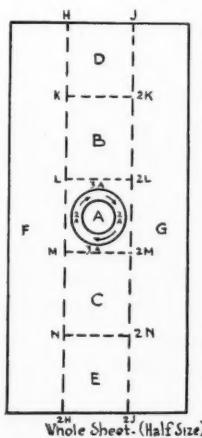


Fig. 3. Transparent Sealed Wrapping for two types of Tea Wafers

Dimensions of this type of biscuit wrapping are as follows: Total length of whole sheet, $3\frac{3}{4}$ in.; width, $3\frac{1}{4}$ in.; total length of band, $8\frac{1}{8}$ in.; width, $\frac{7}{8}$ in.; width of band overlap, $\frac{7}{8}$ in.; thickness of wrapped chocolate biscuit, $\frac{1}{4}$ in.; total weight of paper band and foil together, under $\frac{1}{4}$ of an ounce.

While Fig. 1 showed the type of wrapping required for a thin chocolate-coated biscuit, it should be remembered that many of these afternoon tea table delicacies are made quite thick, and a two-piece wrapping shown with the band *in situ* for one of these is sketched in Fig. 2. Here again the whole sheet consists of foil and the band of opaque paper, but plain foil

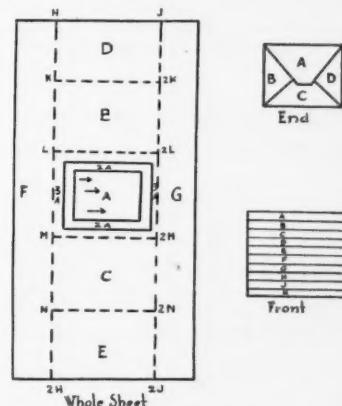


Fig. 4. Single-Piece Semi-Transparent Paper Wrapping for Plain Arrowroot Wafers (Half Size.)

then attached thereto, to form the rather wide band overlap, or more accurately base overlap of the band. Folds which are rather less than true right angles are required along the lines H2H, and L2L, while similar folds which are slightly over ninety degrees must be made along the lines J2J and K2K. Printed wording is usually limited to the strip A, and is confined to its outer surface, but superimposed on the tinting areas below, a brightly colored design is usually ordered. The band is applied to the whole sheet in the direction of F, C, G, the paper used being sufficiently strong so that it does not tear easily.

is not deemed sufficiently attractive and, therefore, foil which is tinted in two or more colors on its outer surface and plain on its inner surface should be used.

In its simplest form the top of the whole sheet consists of 6A, 2A, 7A, 3A, A, 4A and 5A. The foil back of the biscuit is lettered B, the foil front is lettered C, and the base thereof is made up of D, plus E, while the ends are lettered 2F, F, 3F in one case, and 2G, G, 3G in the other. Actually, however, the base is rather larger than the top, the end edges of the wrapped specimen when the band is in position being shown by the dotted lines S2S and T2T. The entire band consists of the sections lettered 2H, H, 4F, F, 6A, 7A, A, 4A, 5A, G, 4G, J, and 2J, and of these A is the special combined printing and tinting area, printed on its outer surface in two colors in the direction of the arrow, while 2H is the glue strip, to the under surface of which adhesive is applied, so that after it is attached to 2J it forms a substantial base band overlap. Numerous folds must be made, but these in their simplest form are required along the lines K2K, L2L, M2M, N2N, P2P, Q2Q, R2R and U2U. If we wish to be meticulously accurate we may say that the top folds of the band, instead of being made up of NP and 2N2P, consist of the strips lettered S2S and T2T, the foil under these then being turned along NP and 2N2P.

Dimensions of this type of biscuit wrapping are as follows: Total length and width of whole sheet, 4 in. each; total length of band, $7\frac{3}{4}$ in.; maximum width, $\frac{3}{4}$ in.; minimum width, $\frac{1}{2}$ in.; width of band overlap, $\frac{1}{8}$ in.; total thickness of wrapped specimen, $\frac{5}{16}$ in.; weight of band and foil sheet together, under $\frac{1}{4}$ of an ounce.

The wafer branch of the biscuit industry has attained large proportions, and packing men who wish to cater to the requirements of this should carefully study the

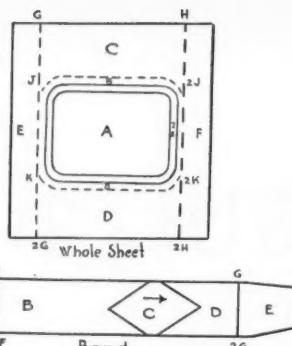


Fig. 5. Flat Banded Paper & Foil Wrapping for Chocolate-Coated Shortbread. (Half-Size)

next two examples. In Fig. 3 the whole sheet consists of the top which is made up of A, 2A, 3A, usually carrying print in the direction of the arrows within the circle 2A; B, the printed back; C, its printed front; F and G are the ends, and the base is made up of D, plus E. Frequently a small turn of a marginal nature is made both on to D and E, to shorten the length of these strips, although in a small sketch these turnovers are difficult to show with any measure of accuracy. Folds which in this instance are right angled in character are required

along the lines H2H, J2J, K2K, L2L, M2M and N2N. The material used for the whole sheet is good quality transparent paper capable of taking colored print.

Each side is sealed or, as some biscuit packers may term it, each end is sealed. A separate sketch of one of the sealed sides is given, and the seal itself is of opaque paper tinted on its outer surface and carrying print usually on its upper portion. The entire seal is made up of B, D, E, G, H, and adhesive is liberally applied to its inner surface, so that the seal is not easily removed.

In nearly every instance the transparent wrapping is folded over to form the triangle J, K, G, H, L first, then on to this E, F is turned, and on to these two C, D are turned, while finally the triangle A, plus B is folded over last, i. e., immediately before the seal B, D, E, G, H, is stuck on. Paper packets of wafers made up in this manner cannot be pilfered without detection.

Dimensions of this type of wrapping are as follows: Total length of sheet, $9\frac{1}{2}$ in.; width, $4\frac{1}{2}$ in.; diameter of seal, 1 in.; thickness of block of wrapped specimens (this size being sufficient to take about a dozen together), 2 in.; weight of whole sheet, plus seals, under $\frac{1}{4}$ of an ounce.

Fig. 4 shows a useful type of semi-transparent wrapping for the arrowroot wafer branch of the biscuit trade. The paper used for this example must be extremely stout and, while greaseproof and moisture-proof to a large extent, must be capable of taking colored printing and a tinting area of the shape shaded at 2A on its outer surface. The top of the whole sheet is made up of A, 2A and 3A, A being the actual outer surface printing area, i. e., it carries printed wording, 2A being the tinting band, carrying a colored design but no wording as a rule, and 3A the unprinted and untinted paper margin of the top. The back of the specimen is lettered B, the front of the wrapped block is shown at C, while the base thereof is made up of D, plus E. Frequently a portion of D is turned over on to the rest, and similarly a portion of E is turned over on to it, in order to form a thick quadruple base band. In the simplest form, however, the bends are right angles and are made along the lines H2H, J2J, K2K, L2L, M2M and N2N, F and G

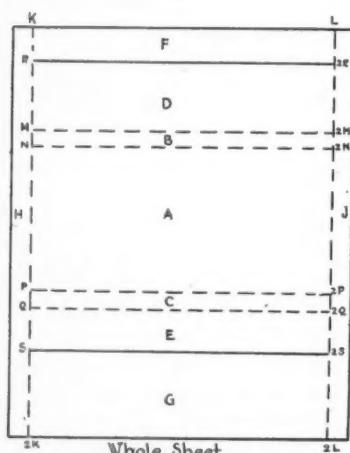


Fig. 6. Flat Two Colour unbonded Foil Wrapping for Children's Afternoon Tea Chocolate Biscuits. (Actual Size)

being the ends opened out without showing any fold lines.

A separate sketch of the front of this example is given, the paper being sufficiently transparent to show the front edges of ten wafers lettered A, B, C, D, E, F, G, H, J and K in the sketch. It is of some importance also in certain instances for the paper to be sufficiently non-opaque actually to show the serrated edges of certain types of makes.

A separate sketch of the right-hand end is given, and the left-hand end resembles it closely and in many instances is identical. Variability is exhibited in the nature of the turns, in some instances the triangles B and D being turned first, and C on to these, while more usually C is turned first, B and D on to it, and finally A is held by adhesive on to a portion of C which it conceals.

Dimensions of this type of wrapping are as follows: Total length of whole sheet, $8\frac{3}{4}$ in.; width, $4\frac{1}{2}$ in.; thickness of wrapped block of specimens, i. e., in lots of ten, $1\frac{5}{8}$ in.; weight of transparent sheet, under $\frac{1}{4}$ of an ounce.

Many packing men have come to believe that all chocolate biscuits require to be banded. That this is not the case is amply proved by studying Fig. 6, which is sufficiently attractive to sell well without any band at all. Before, however, describing this, I will take up another extremely useful banded paper and foil wrapping, which is sketched in Fig. 5.

Taking the whole sheet of this first, its top is made up of A, the end underlap strips of E and F, or more accurately those portions of the ends which form underlaps on the base are lettered thus, while the base itself consists of C plus D, with only a very narrow overlap. Owing to the rounded corners of the specimen, and also to the fact that its upper edges are rounded, the back, front and ends cannot be shown separately. The depth of the curved upper edges is approximately that of the shaded margin 2A, while the depth of the uncurved edges of the front, back and ends, is approximately that of the unshaded area B. Additional folds of a more or less right angled character are required along the dotted lines J2J2KKJ and also along GJ, K2G, H2J, and 2K2H. The whole sheet is made of good quality foil and carries no printing or tinting either on its outer or inner surface.

The band, of which a separate sketch is given, consists of opaque paper, tinted in various colors on its outer surface and containing a special printing area C. Glue is applied to the under surface of A, and the band is then wrapped round the foil-wrapped biscuit, in the direction of E, 2A, A and F till it adheres to and com-

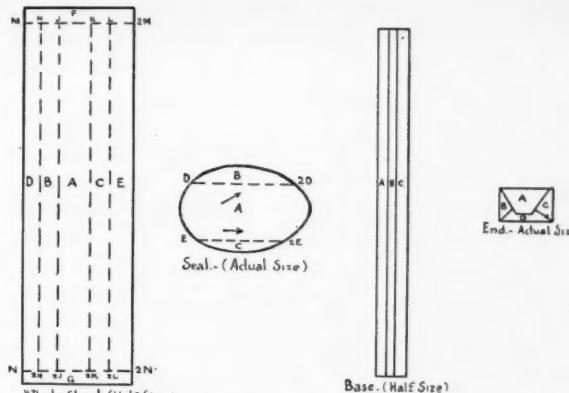


Fig. 7. Two Piece Sealed Transparent Paper Wrapping for Single Extra long Jam Wafers.

pletely conceals the band strip E. The folds of the band are not as a rule well defined.

Dimensions of this type of biscuit wrapping are as follows: Total length of whole sheet, $5\frac{1}{4}$ in.; width, 5 in.; total length of band, 9 in.; width, $1\frac{1}{4}$ in.; width of band overlap, $1\frac{1}{2}$ in.; thickness of wrapped specimen, $\frac{1}{4}$ in.; weight of band and foil together, under $\frac{1}{4}$ of an ounce.

We will next take up an unbanded foil wrapping favored for large afternoon tea chocolate-coated biscuits purchased for children's nurseries. The foil—the whole sheet consists entirely of it—is plain on its inner surface and carries a two-color design on its outer surface, but no actual wording. In some instances a single-color design is deemed sufficient, but in that case the outer surface of the foil must be much brighter than the inner surface.

The sheet top is lettered A, the ends are lettered H and J, the narrow back is lettered B, the front is lettered C, and the base comprises F, D, E, G. In folding this model, G is turned on to F plus D, but the actual width of the base overlap is that of the strip F. Right angle folds are required along the lines K2K, L2L, M2M, N2N, P2P and Q2Q.

With respect to the folding of the ends, one of these is sketched separately and the other end is identical with it. The foil is first turned on to the actual end to form B and C. A, plus D is then turned on to these, the narrow strip D which protrudes below the edge of the base then being turned at right angles along the line EF on to the actual base of the wrapped specimen, forming an extremely narrow though unusually neat end underlap. This margin is not held to the rest of the foil by adhesive or other means, its own grip being sufficient.

Dimensions of this type of biscuit wrapping are as follows: Total length of whole sheet, 5 in.; width, $4\frac{1}{4}$ in.; total thickness of wrapped specimen, $\frac{1}{4}$ in.; weight of foil wrapping, under $\frac{1}{4}$ of an ounce.

There is a growing tendency in the biscuit trade to make jam wafers of great length, (*Concluded on page 66*)

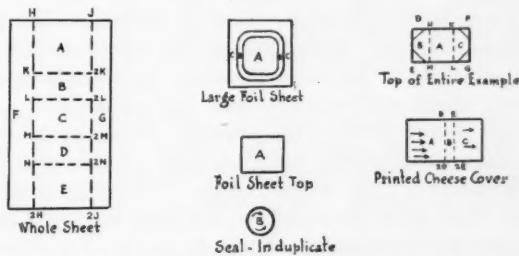
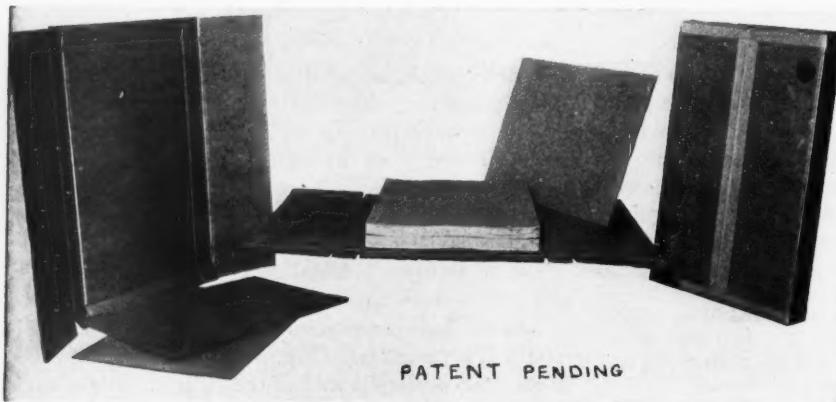


Fig. 8. Combined Paper Foil Cheese & Biscuits Packet. (Quarter Size.)

New Paper Case Designed For Flat Papers

The photograph below illustrates a newly designed paper case for shipping sheet post cards and flat papers. At the left is shown the blank with the two re-inforcing pads. In the center, the blank is shown with one reinforcing pad beneath the load and the other ready to be placed on top of the load. The blank is then folded in place for sealing. At the right, the loaded case is shown completely sealed. All stitching machines, expensive tape applying machines and other equipment necessary to seal and stitch the telescope style of box, are entirely dispensed with.



The case, now being used by the Department of Public Printing at Washington, D. C., is what is known in the Paperboard Industries Association manual, as a style No. 41 with 6-inch tuck, placed inside a No. 6 style case, which is opened at the end. The saving in materials in the new style case, as compared with the case now in use, is 7.952 feet per case, over thirty inches of heavy three-inch cambric tape, and 1.063 pounds in the weight of each case. The saving in manufacturing this single blank with two pads, in comparison with the double case they are now using and the two-piece telescope case commonly used, is handsome.

The container shown in the photograph is made of 275-lb. Mullen Test, Double Wall Corrugated Board, with two non-test Single Wall Corrugated Board pads. The completely sealed case shown has triple corrugated board top and bottom, double wall board on two sides and quadrupal corrugated board on each end. On the ends at each corner, there are six thicknesses of corrugated board. Before placing the load on the bottom pad and also before folding down the outside case on top, adhesive is poured in a small stream beneath the bottom pad and on top of the pad resting on the load. As the slight pressure is applied when sealing it, this spreads the adhesive so that when it dries, both pads become firmly glued to the outside case, top and bottom. This increases the non-buckling strength and rigidity enormously. Corrugated Board has been used in designing

this case because the Solid Fibre Board cases failed to meet the requirements of the Department of Public Printing when used for shipping flat papers. So much so, that some of the shipments in Solid Fiber Cases were rejected and the present packing specifications insist upon wooden cases.

Since the adoption of the corrugated case for this purpose, no complaints have been received because of wrinkling of the contents or any other damage. Shipments have been made to San Francisco, in corrugated cases with perfect results, these shipments going to Norfolk, Va., by boat, then placed on a steamer to go the all-water route through the Panama Canal. The results, obtained by using corrugated board instead of

solid fibre board, is largely because of the lack of moisture content in the corrugated board and the entire lack of flexibility which prevents buckling and damage to the edges of the stock inside the case.

To laminate solid fibre board, it is customary to have several of the inside sections, run through a bath of adhesive which contains a very large percentage of water. As no artificial method is applied to the combined board to remove

this excess moisture, it must gradually seep its way outside or inside the case. The contents having a lower moisture content than the case, naturally absorbs some of the excess moisture causing serious wrinkling. As Post Card stock requires a very low moisture content, the use of solid fibre board would make it very difficult to secure good results.

Any further information regarding the case can be obtained by writing Frank Watson, Box 21, Walbrook Station, Baltimore, Md. Mr. Watson, who has been associated with the container business for twenty years and at one time was in charge of the Baltimore Sales division of the Consolidated Paper Co., Monroe, Mich., converted the government to the use of paper cases for shipping sheet postcards.



American Lithographic Company, Inc., announces that its Chicago office has been moved to 221 North La Salle St., The La Salle-Wacker Building. This office will continue under the supervision of W. E. Griswold. Offices are maintained also as follows: 301 Plaza Bldg., Atlanta, Ga.; 185 Devonshire St., Boston, Mass.; 601 Amherst St., Buffalo, N. Y.; 2270 Superior Ave., 1428 Pine St., St. Louis, Mo. The commercial tobacco department, under the direction of A. J. Sweet, and the sales division of the company, in charge of R. P. Robison, are located at 52 East 19 St., N. Y.

WHEN •• BUYING CARTONS-



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-- it is wise to place your requirements with package engineers, -- not just package printers. There are so many details to be considered in the sales effectiveness and mechanical perfection of your cartons that it pays to do business with a thoroughly capable source of supply. Sutherland is serving leading food packers of the nation for just this reason.

SUTHERLAND CARTONS

SUTHERLAND PAPER CO. KALAMAZOO, MICHIGAN



Everyone will sit up and take notice when the new Pierre Dumonde's jars for face creams and powder are placed on the market, for, truly, they mark a unique departure in modern packaging. The trend for beauty and art in objects of necessity deviates in this instance from the unusual to what might be termed the superlatively unusual—the creation of a beautiful container in lasting form. It leaves the path of the commonplace and assumes a niche all its own in the cosmetic field.

Mastique is the product used in its manufacture—a molded plastic with all the practical features of this type of product. A diagonal band of gold across the face of the jar adds to the beauty and serves as a background for the name of the manufacturer.

The containers as reproduced on the front cover give but a slight conception of the galaxy of colors and the subtle hues used. There are one hundred forty-four variations of shades, ranging from the lustrous jet black to the brilliant reds and greens and the delicate tones of the pastels. In fact, every imaginable shade and color hue to harmonize with and match milady's boudoir, taste and individuality. Descriptions and reproductions, regardless of how faithful, cannot authentically portray the truly gorgeous beauty of these jars.

Aside from the superb workmanship, their lasting, permanent feature lies in the fact that they need be purchased but once—refill shells of Dumonde's powder and face creams being available to the consumer. Heretofore, as is well known, in the purchase of any cosmetic preparation on the market, the cost was necessarily high because of the containers in which they came. With the Pierre Dumonde original jars, this extra cost is eliminated, the refills being extremely low priced.

The unlimited possibilities for counter and window displays with these exquisite containers is beyond reckoning. They will be, indeed, powerful drawing cards, attracting widespread attention. The molding of the jars is the work of the Kurz-Kasch Company.

What Does the Housewife Think of Packages?

(Continued from page 42) have been used. In fact, there is one oral antiseptic that has taken the place of an old favorite merely because the container has a re-use.

Facial tissues on a continuous roll which is encased in a decorated wooden box, pads of cotton for applying lotions, face powder, packaged in a colorful smart container, command a place among the dressing table fittings. This brand of powder was originally purchased because of the durability of the package. By actual count she has over thirty toiletries and all but four of them are in attractive packages.

Materials for keeping the house clean and well furnished are also bought in packages; floor and furniture polish in tins large enough to permit ease of use and cleansing powders in cans with sifter tops. Washing soda, though in a heavy board carton, is most unsatisfactory because it allows the product to dry out and cake. And as to brass and silver polish, why would it not be possible to market these in tubes, she asks?

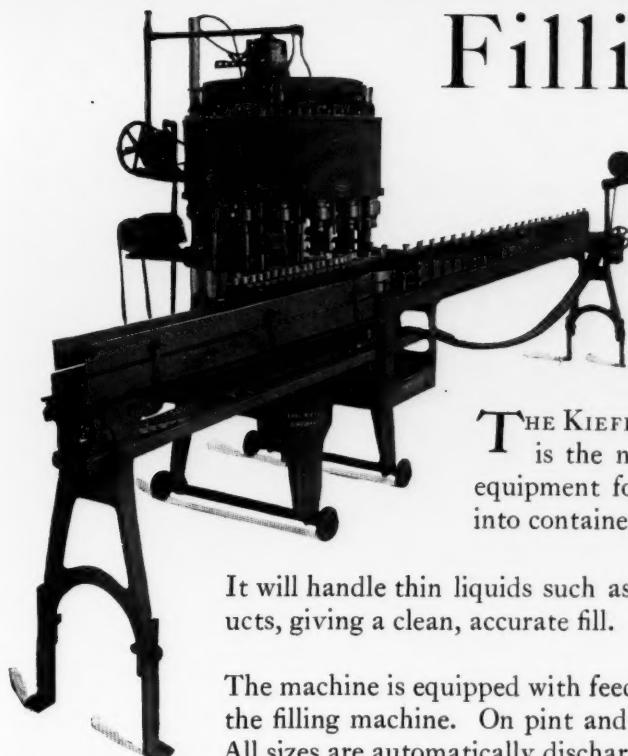
Sheets are bought by trade name because this particular brand has torn hems, is full size and pre-shrunk. And the attractive boxes in which these are packaged are delightful for other purposes. Transparent wrappings also influence the purchase of wash cloths, towels and table linens.

Silk stockings in a transparent paper bag, she has learned, prevent runs and adds to the life of the stockings; her husband's dress shirts in a protective wrapper assures her of a fresh product, and a particular brand of hairpins, in a paper cabinet, is attractive enough to take its place among her toilet preparations.

Representative of many thousands of other women, this woman, who has adopted packaged products because of their ability to simplify household management for the execution of economic and social obligations, has made a most exhaustive and interesting contribution to the packaging industry. Her reactions and opinions are, in the long run, the most important, since the decision as to the ultimate function of the package rests in her hands.



The Fifteenth Annual Convention of the National Syrup and Molasses Association is to be held at the Congress Hotel, Chicago, Ill., January 20 and 21. The program will include discussions on the following problems: Uniform package proportions, uniform Federal and State food laws, proper labeling and advertising, weight and measure declaration, label and clearing house, factory conditions and other subjects. E. L. Powell, New Orleans Coffee Co., New Orleans, La., is president of the association; George P. Williams, Kansas City, Mo., is secretary-treasurer.



Filling Liquids by Accurate Measure

THE KIEFER AUTOMATIC ROTARY MEASURING MACHINE is the newest and most advanced development in equipment for filling liquids by volumetric measurement into containers from pints to gallons.

It will handle thin liquids such as insecticides, oils, syrups and similar products, giving a clean, accurate fill.

The machine is equipped with feed conveyor that brings the containers up to the filling machine. On pint and quart sizes full automatic feed is supplied. All sizes are automatically discharged.

*Only one operator necessary.
Speed on pint cans 100 per minute.
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The MONOSCALE FILLING MACHINE is the only finely accurate machine of its type because there are no stuffing boxes to interfere with its sensitive action.

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Any size can up to a gallon handled. Also made in larger size to fill from pint to five-gallon cans.

Clean work—no splash, drip or overflow. Quickly adjusted for different size cans.



The Karl Kiefer Machine Co.

Cincinnati, Ohio, U.S.A.

Paper Wrappings for Biscuits

(Continued from page 61) though of relatively small thickness, and to pack each wafer separately. One of these, made of transparent paper and bearing a seal of opaque material, is sketched in Fig. 7. Taking the whole sheet first, A is its top, B the back, C the front and the base is made up of D, plus E, while the ends in their simplest form consist of the strips lettered F and G. Right angle folds must be made along the dotted lines H2H, J2J, K2K, L2L, M2M, and N2N.

A separate sketch of the base is given, and from this it will be seen that D overlaps E to form a central base strip B; in other words, the central strip B of the base is of two thicknesses of paper, which are held together by adhesive, while A to the left and C to the right are of a single thickness of transparent material only.

A separate sketch of one of the two ends is also given. It is usual to make the folds B and C first, and then to turn D on to them, while last of all A is turned on to the combination of the three, and held thereto by means of adhesive. The opaque paper seal is brightly tinted as well as being printed in two directions on its outer surface. It is applied so that its letter A is approximately in the position of the letter A of the top of the whole sheet, and is firmly affixed thereto by adhesive on its under surface, which adhesive is extended to the strip B and to the strip C. These firmly adhere to the back B of the whole sheet and the front C after right angle folds have been made along the lines D2D and E2E.

Dimensions of this type of biscuit wrapping are as follows: Total length of whole sheet, $9\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in.; width of base overlap, $\frac{1}{8}$ in.; thickness of wrapped specimen, $\frac{1}{8}$ in.; weight of seal and transparent sheet together, under $\frac{1}{4}$ of an ounce.

An extremely interesting though rather complex paper wrapping forms the subject of Fig. 8. This is one of the simpler types used for combination cheese and biscuit packages. The model comprises a sheet of transparent greaseproof paper, a large sheet of foil, a small sheet of foil, two circular seals of opaque paper and a printed cheese cover of transparent or semi-transparent material.

Considering the transparent paper sheet first, the top in its simplest form is shown at C. The back is lettered B, the front D, the ends F and G, and the base

comprises A, plus E, but frequently a portion of A is turned on to it, as also is a portion of E, so as to make a base strip of four thicknesses of paper.

Folds are required along the lines H2H, J2J, K2K, L2L, M2M and N2N, if we take them in their simplest form. But if we study them more closely we find that the folds LM, and 2L2M are in the made-up example much closer than can be seen in the sketch. The actual position of these folds is shown by the dotted lines HM and KL in the sketch of the top of the entire example, the square made by HKLMH being the approximate position of the small cheese packet on the top of the biscuits in the wrapped combined packet. The top tapers off to the left and to the right to form sloping ends B and C, and then the true ends forming narrow rectangles occur below.

The seals, of which there are two, are of opaque paper and carry print on their outer surface in the direction of the arrows. They are applied and adhere by means of their own adhesive both to the sloping portion of the end and on to the vertical rectangular portion in each case, as the paper is not glued to the material below.

The large foil sheet takes the form of a square of unprinted material, silvery alike on its outer and inner surfaces. The area of the base of the cheese itself is shown at A, but owing to the rounded corners and its small thickness it is difficult to show its sides and ends. It will, therefore, be enough to say that the strip B round A forms these, and having placed the foil sheet top A which is actually square over the cheese itself, the foil of the large sheet lettered C is then turned on to it.

Regarding the printed cheese cover, this is then placed around the foil-wrapped sheet, or rather over its top and under its base

and adjacent to its end or right hand side. In this instance A is the top of the transparent paper cheese cover, B is the end or side, and C is the base strip. Both the top and the base carry several lines of print on the outer surfaces but the end strip does not. Right angle folds are necessary along the lines D2D and E2E, while in some instances A and C are held on to the foil by the smallest possible quantity of rapid drying adhesive.

The made-up cheese packet is then put on to the top of three or four plain crackers so that it forms the

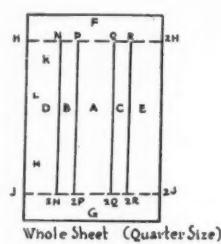


Fig. 9.- Long Sealed-Ended Transparent Paper Packing for Chocolate Sandwich Biscuits.

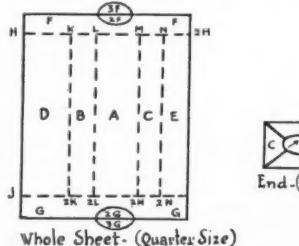
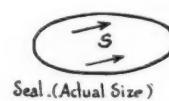
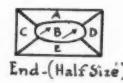


Fig. 10.- Long End-Sealed Paper Packing for Small Rectangular Cream Sandwich Biscuits.



With heartfelt gratitude and sincere thankfulness for the continued and satisfying patronage of our customers throughout the past year—



We Wish You All —

Our Patrons and
All Readers of Modern Packaging

A HAPPY, SATISFYING and PROSPEROUS
BUSINESS YEAR in 1931



The SAR-A-NAC Industries:

Saranac Machine Company
Saranac Automatic Machine Corporation
Saranac Bag Sealers Incorporated
General Food Package Equipment Corporation
Leighway Fastener Company
Saranac Patents Holding Company

Benton Harbor, Mich., U. S. A.

CREATIVE ABILITY THAT PRODUCES SALES

Balance your books with IDEAS. In manufacturing or selling, external forces which affect every business bring a flow of emergencies that can only be met with new ideas. The pressure of economic trends, new discoveries and style changes make ideas a necessity for business leadership. As consultants and designers we offer you that vital but invisible asset to business vitality—creative resourcefulness and the outside viewpoint resulting in more desirable merchandise for the consumer and increased sales for the manufacturer—the logical result of improved commodities.

The Package Design Corporation is an organization of specialists equipped and qualified by past experience to serve its clients in a creative or advisory capacity in various ways from the conception of a name, style, trade mark, package design, product design, package analysis, color counsel, style trends, method of packaging, physical construction of packages and styling of an entire line or single product for retail sale, including merchandising and display counsel when related to our basic service. We do no manufacturing. Our ideas and opinions are unbiased.

We design packages and style products for reproduction in all materials including moulded plastics such as Bakelite, Durez, Beetle, Lumarith, etc., glass (hand or machine blown), metal (die stamp, moulded or extruded), wood, transparent cellulose, and paper including printed or lithographed cartons, tight or loose wraps, set-up boxes for modern machine production or bench work.

The appearance of all your merchandise, product, package and display, form your personality to the consumer. It is vitally important that this personality be inspired and protected by the guidance of one director. This professional control is offered you through the services of Package Design Corporation and will protect your commodity from the injection of any discordant note not in harmony with its personality as a whole.

PACKAGE DESIGN CORPORATION,

8 MURRAY ST., NEW YORK

NEW

SPENCER CELLOPHANE PACKAGER

THE GREATEST INNOVATION IN THE PACKAGING INDUSTRY PACKS LOOSE PRODUCTS

Transparent Cellulose is an ever increasing factor in the merchandising of today. Every progressive manufacturer is striving to attract the attention of the consumer by mirroring his product.

One of the greatest aids to packaging products in transparent material and one of the greatest innovations in packaging machinery, The Spencer Automatic Packager, is now being offered to users of Cellophane or any other translucent cellulose.

THE MACHINE

This machine can be made completely automatic, requiring absolutely no hand labor. It takes your product, be it loose, free-flowing or bulk and with one operation makes a transparent container, fills it, seals it and you have a secure, tightly wrapped, hermetically sealed package. It does not harm or affect your product in any way in the process of packaging and enhances the appearance of your product considerably.

OPERATION

The Spencer Automatic Cellophane Packager can be quickly adjusted for any product for it has a size variation of one inch to six inches in height and $2\frac{1}{4}$ inches to $2\frac{3}{4}$ inches in diameter. The machine can be fed from either single or double roll. Its average output is from 1000 to 1200 containers per hour.

SAVINGS

What makes the Spencer Automatic Packager more unique is its savings to users. By using the translucent cellulose paper without waste it saves in paper costs. It saves hand labor by eliminating handwork entirely. The compactness of the machine conserves working space. The tight, compact package the machine produces saves storage and shipping costs and the measuring device insures a correct weight. The saving in carton costs alone will more than pay for the machine.

COST

The cost of the Spencer Packager has been calculated at from $\frac{1}{4}$ to $\frac{1}{3}$ of a cent per package. This includes all materials and equipment for the operation of the machine. The cost is negligible when the advantages and savings of the machine are considered. In fact, the machine more than pays for itself.

PAYMENT BASIS

The Spencer Packaging Machine will earn you a profit while it pays for itself. For better packaging, for greater economy, for greater sales and for further information, write to

INTERNATIONAL
PACKAGING MACHINE CO.

130 NO. WELLS ST.
CHICAGO, ILL.

White Star Import Corp. 20 E. 12 St., New York City.

rectangle comprised by D, B, E, A, F, C and G of the top of the entire example and in this position the whole paper sheet is rapidly wrapped round it and the seals applied. Cheese and biscuits in this form keep good for a long time if stored in a dry cool place.

Dimensions of this type of biscuit wrapping are as follows: Total length of whole transparent paper sheet, $9\frac{1}{4}$ in.; width, 5 in.; length and width of large foil sheet, 3 in. each; length and width of foil sheet top, $1\frac{1}{4}$ in.; total length of printed cheese cover, $3\frac{3}{4}$ in.; width, $1\frac{1}{4}$ in.; diameter of seal, 1 in.; maximum thickness of wrapped, i.e., made up packet, $1\frac{1}{4}$ in.; total weight, taking all portions together, under $\frac{1}{4}$ of an ounce.

It is becoming more usual to pack sandwich biscuits fifteen or more at a time in long transparent paper sheets with sealed ends, rather than to pack them in tins, wooden boxes or paperboard packets as was usually done. One of these sheet wrappings is shown in Fig. 9. The top is lettered A, the rounded sides are lettered B and C, and the base is made up of D plus E, D carrying three adhesive areas, shaded and lettered K, L, and M, to which E adheres strongly. The ends are made up of F and G and right angle folds are required along the lines H2H, and J2J, while the paper is curved rather than folded over the rounded ends B and C. It is unnecessary to show a separate sketch of the way the paper is folded in the case of F and G, as this resembles the folding illustrated in the tenth and last drawing, the seals largely concealing it.

The seals are of opaque paper and are two in number, i.e., one is applied to each end. Printing is done on the outer tinted surface in the direction of the arrows, and adhesive is liberally applied to the inner surface of the seals, so that there may be no fear whatever of the ends coming open. Provided that tight wrapping is resorted to and sealing carefully done, this example is quite strong enough to take fifteen sandwich biscuits of two or more distinct types.

Dimensions of this type of wrapping are as follows: Total length of whole sheet, 10 in.; width, $6\frac{3}{4}$ in.; length of oval seals, $1\frac{1}{4}$ in.; width, $\frac{3}{4}$ in. approximately; depth of wrapped specimens or thickness of made-up biscuit packet, 1 in.; total weight of sheet and seals together, under $\frac{1}{4}$ of an ounce.

Fig. 10 shows a paper wrapping in which sandwich biscuits of rectangular shape are packed sixteen at a time. Taking the whole sheet, A is its top, B is the back, C the front, F, 2F, 3F forms one end and G, 2G, 3G forms the other end, the base being made up of D, plus E. If we analyze further, we see that 3F, 2F forms one seal, shown already attached to one end strip, and 2G, 3G forms the other seal also attached to the end strip. In this instance right angle folds are required throughout, these being necessary along the lines H2H, J2J, K2K, L2L, M2M, and N2N. The overlap of D on E or conversely of E on D is comparatively narrow and adhesive is used in the form of a continuous line as a rule to hold the two together.

A separate sketch of the end of this example is shown. As a rule the fold E is made first, if we ignore the seal for the moment. On to this the folds C and D

are turned, then A is folded over on to the three, and last of all the seal B, of which the entire inner surface is liberally covered with adhesive, is applied to hold all four portions together. A seal is used for each end, the material being of opaque paper, brightly tinted on its outer surface and carrying print in the direction of the arrows.

Two or three different kinds of cream sandwich biscuits are usually packed together in this example, and if the made-up blocks are stored in a cool dry place the biscuits will keep perfectly fresh for a long time.

Dimensions of this type of biscuit wrapping are as follows: Length of sheet, 10 in.; width, 8 in.; total length of seal, $1\frac{3}{4}$ in.; width, $\frac{3}{4}$ in.; depth of wrapped specimens, or thickness of made-up block, $1\frac{1}{4}$ in.; weight of transparent sheet and seals together, under $\frac{1}{4}$ of an ounce.



Comparative Labeling Costs

(Continued from page 45) erates more smoothly, and the labeling mechanism more slowly than the other machines, an allowance of 2 per cent of the first cost has been made for repairs on the duplex, and 4 per cent on the other two. The daily fixed charge for the duplex is \$2.85, for the single labeler \$1.90, and for the small hand-fed labeler \$0.46.

The item of operating labor includes the time required for oiling and inspecting the machine, and for making minor repairs and adjustments. It is the practice of this plant to make each operator responsible for his own machine. The labelers are in actual operation $7\frac{1}{2}$ hours per day, but the operator is on duty for 9 hours.

The total cost per day, including fixed charges, power and operating labor, is \$7.27 for the duplex, \$6.29 for the single, and \$4.82 for the hand-fed. The cost per dozen bottles labeled is \$0.00227, \$0.00293, and \$0.00356, respectively.

The saving effected by the duplex is \$0.00066 per dozen bottles as compared with the single, and \$0.00129 as compared with the hand-fed, and labeling costs are reduced 23 per cent and 36 per cent, respectively. The annual saving at the rate of 3200 dozen per day is \$633.60 as compared with the single and \$1238.40 as compared with the hand-fed labeler.

The duplex labeler returns 27.5 per cent over the single on the added first cost, and 11.3 per cent on the total cost of this type of machine. As compared with the hand-fed semi-automatic labeler, the duplex returns 25.8 per cent on the added first cost, and 22.1 per cent on the total cost.



R. M. Grause, 304 East 21st Street, New York, have added to their regular lines of embossed paper seals. A new departure for them is in the shape of an embossed metal seal that will easily conform to the shape of the container when applied. Samples of these can be obtained from the company on request.



Selection of colors and designs for the modern container is not a matter of reds or whites or blues. Your product itself determines the style and color of the package. The Heekin staff of package designers are experts in the creation of lithographed containers. They can give your product personality, identity, distinctiveness. Don't select a package for your product in a haphazard manner. It's too important for that. Let Heekin experts give you the benefit of our two generations of experience in designing packages that sell goods.

HEEKIN CANS

THE HEEKIN CAN COMPANY, CINCINNATI, O.

Packing Labels for Shipment

THE EDITOR,
SIR:

From time to time our attention is called to a problem the users of automatic wrapping and labeling machines have to contend with: that is, receiving their supplies of printed or lithographed wrappers and labels delivered in such a way as to make them sometimes unfit for machine handling, by reason of improper handling by the manufacturers.

We are calling your attention to this difficulty at this time for the reason that possibly you would like to conduct some sort of an investigation on the subject yourselves, with the object of presenting through your columns an article of an educational and informative nature to label and wrapper manufacturers.

Recently, one of our customers wrote us and presented the problem in a rather concise form. We quote from their letter as follows:

We find that the biggest difficulty is in the crating of the labels for shipment. We have never yet received labels from certain concerns that have not been tied tightly around the labels themselves before wrapping with paper. Where the cord binds the corners of the package the labels are indented, and this causes considerable difficulty on the stripper—four, five and even six labels coming off at one time.

Also, in most cases, the labels have been crated unevenly. Sometimes the bundles have even been rolled. Most generally the ends are either turned up or down, due to the cases being too small and the labels crowded into them by being pushed down in the center.

At the present time we have a shipment from the . . . company. The workmanship on these labels is perfect, and we feel that the paper is all right, but

they are almost impossible to run, due to their manner of casing. They have ruined a good job on the labels by improper casing for shipment. Our wastage on this particular run will be close to 10 per cent.

This particular customer simply repeats a list of complaints which we receive from time to time from other users of automatic machinery, and he has asked us to write to different label manufacturers, suggesting to them the proper manner in which labels should be delivered to the users of automatic machines to insure satisfaction.

It has been our custom, whenever possible, to acquaint label and wrapper printing concerns with proper information as to the general make-up of the labels, the character of paper we recommend, and such other detail as will be of assistance to them in preparing the label in a way that will permit its being handled on a machine 100 per cent satisfactorily.

Of course, no matter how closely the label manufacturer adheres to the printing and make-up of the label, his entire effort is destroyed if the perfect label is shipped in a manner that permits its being damaged in transit.

Hope you will agree with us that this subject is important enough to justify stating the facts through your columns to those interested in the preparation of labels and wrappers for the automatic users.

PNEUMATIC SCALE CORPORATION, LTD.

By J. Yates

We certainly agree with Mr. Yates that the subject warrants expression and discussion from manufacturers as well as from users of labels. The above letter is presented with this motive, and an invitation to participate in such a discussion is herewith extended to those interested.—EDITOR



Announcement is made of a merger of the respective manufacturing and territorial sales interests of the Fischer Can Company, Hamilton, Ohio, and the Metal Package Corporation, with sales and executive offices in New York City, and with factories located in New York City, Baltimore and Brooklyn.

By this affiliation of interests, the Metal Package Corporation will be enabled to extend its scope of can and packaging service and offer to mid-western trade, the same competent production and delivery schedule which has influenced a steady growth of its trade along the Atlantic seaboard and in adjacent territory. This consolidation brings also, to the Metal Package Corporation, one of the oldest and most substantial of the kindred business projects in the country. The Fischer Can Company will continue to operate the Hamilton plant, with no change of policy or general business conduct, as a division of the Metal Package Corporation. This plant represents additional up-to-date equipment, and makes available more than 150,000 sq. ft. of floor space.

The Package of the Month

(Continued from page 50) to the retailer in 20-lb. cans by the jobber who was loaded down with merchandise which he was unable to move from his warehouse within three to four weeks. And the demand for this product at that time being much smaller, the retailer could not dispose of his complete stock within four to five weeks. The result was a market of stale peanuts, dissatisfaction by the consumer, with the ultimate decrease in sales.

Direct selling to the retailer by the manufacturer of a fresh product, and at the same time an improvement in the food by toasting, was the solution. The plan was remarkably successful and today, the company's distributors, located in every part of the country, make weekly calls on the 90,000 retailers.

With the new methods of distribution, the company's packaging operations and advertising campaign were placed on an equal footing. The illustration shown is but one of its sales-begetting packaging features.

Book Review

Review of Books

Reviews of Books

Reviews of Books

Introducing the New

GALA-MODE FERN Box Coverings

Created by Middlesex to give your packages that smart, modern look that appeals so powerfully to today's buying public.

This graceful, up-to-the-minute design is stocked in eleven beautiful colors. Also carried in .011" heavy COVER weight, for your catalog, mailing and display pieces.

Write today for samples and popular prices on this beautiful line

MIDDLESEX PRODUCTS COMPANY
A MODERN MILL

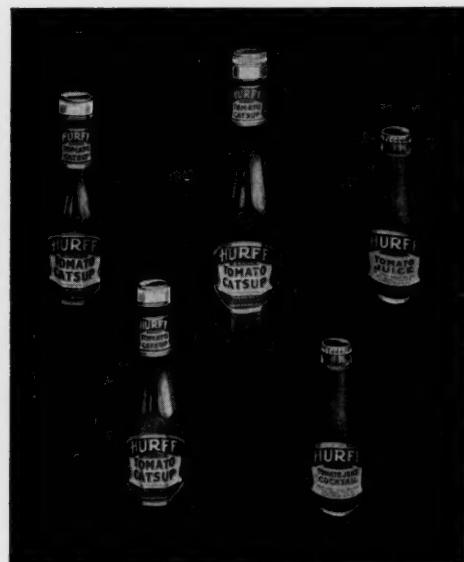
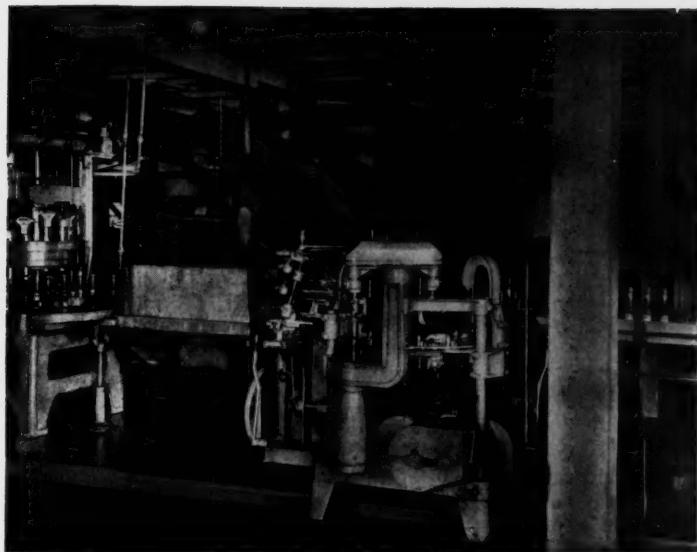
38 Chauncy Street
BOSTON

308 W. Washington
CHICAGO





*O & J Single Labeler
and O & J Crownier
in the plant of
Edgar F. Hurff,
Swedesboro, N. J.*



Edgar F. Hurff, catsup packer of Swedesboro, New Jersey, is putting out a large part of his pack in glass. 8 ounce and 14 ounce octagonal bottles are being used.

An O & J Single Labeler is being used to affix body and neck labels to the bottles. The labels are centered, automatically, on one of the panels.

Crowns are used to close the bottles, and an O & J Crownier is synchronized with the labeling machine to produce 70 bottles a minute.

LABELING COSTS CUT 49% with O & J LABELERS

O & J Single Labelers have cut the labeling costs of one prominent manufacturer 49%. This represents an actual saving of \$1390 a year for each machine, and at the same time produces a neater and more attractive package.

If you would like to see the Engineering Audit, containing the facts and figures on the operation of this plant, our representative has a copy which he will gladly go over with you in detail.

Other audits also have been prepared of plants using various sizes and types of labeling machines, and the results that they are obtaining. You place yourself under no obligation by having our representative call and show you how others have produced a better package at a substantial saving.



O & J **LABELING
MACHINE CO.**
60 Ellsworth Street, Worcester, Mass.

Division of
THE LIQUID CARBONIC CORPORATION
3100 South Kedzie Avenue, Chicago, Illinois

SILK and SATIN as Lining Material for Boxes

By George Rice

In this age of style, with more attention given to refinement than ever before, packers and dealers realize that high-priced merchandise which is intended for display purposes in the store or the home should be encased in silk or satin lined containers. The small additional cost of a satin rather than a cotton lined box will seldom disturb a customer who wants the best to use as a present to a friend or for personal use. A silk or a satin lining to a jewel case, a powder box or a package for ordinary merchandise gives class to the goods and identifies them as a quality product more than is generally thought. Silk and satin linings for small packing cases are commonly regarded as a luxury. But any detail of a container that adds to its beauty and style is desirable. It may be the design of the container or its rich lining or its general makeup. All combine to give the case distinction. But it is important that good silk or satin linings be used. A lining that will lose its color, wrinkle or appear to be rough or ragged discredits the goods contained in the box. There are inferior linings manufactured which as a rule distract from the appearance of the box more than common cotton linings. There are good mohair linings, and some of excellent value which are made of rayon.

Silk and satin linings which are manufactured for the container trade appear in the market under various headings. Crepe meteore is a soft, satiny fabric originally

The first of a series of articles, of practical value to box manufacturers and users, which relate to various lining materials, their composition, advantages and adaptability. Some of the simpler tests which may be applied to determine quality, durability and finish are given.

brought out in the French silk mills for dress goods purposes. The smooth surface and subdued lustre of this material makes it valuable in the lining of boxes for the jewelry trade. It is made in this country now, the construction being somewhat more substantial than the French fabric, although this increased firmness does not

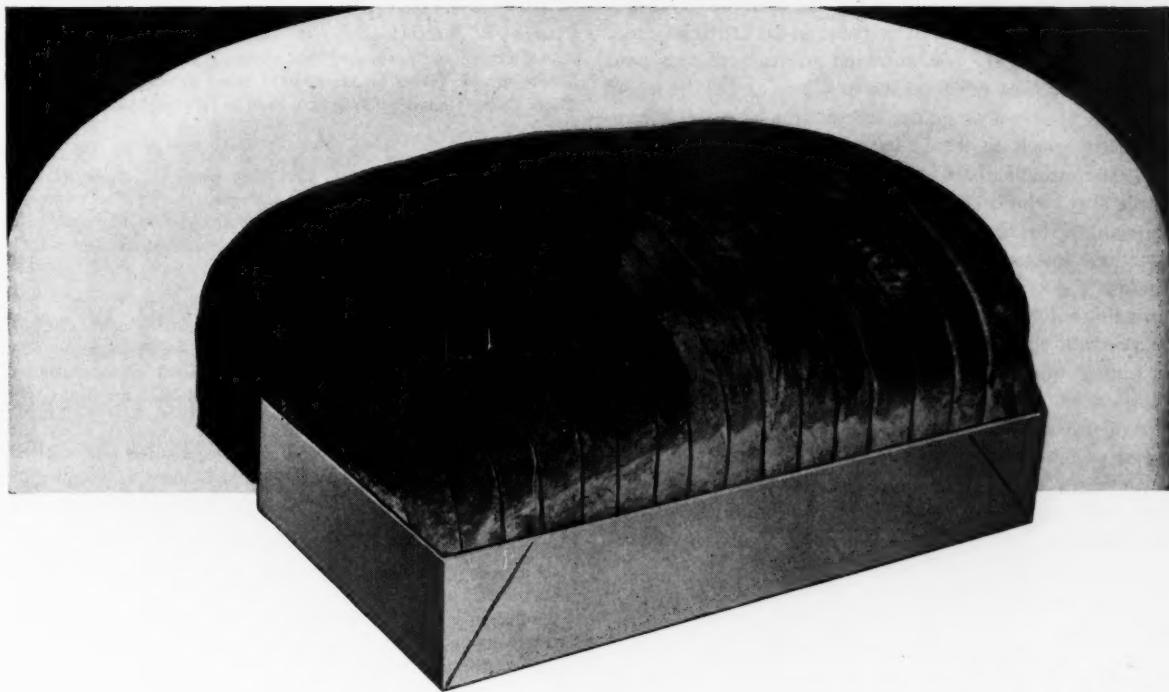
interfere with its flexibility. There is nothing sleazy about it, a feature which is important in cases which require a building up of the lining with cotton packing beneath so as to form a cushion effect for the articles. Usually the fabric is made with a silk warp and a rayon filling.

Then there are lining materials made of cotton which has been so scientifically mercerized that a near-satin effect can be produced on it. The cotton fibres are swollen in the mercerizing process so that they become smooth and cast a light reflection which glows so much in the finished fabric that a real satiny effect results.

The soft, wooly, white or grayish undercoat of the cashmere goat is used in the production of box lining materials, although it is rather harsh as compared with the satin group. The alpaca is another species of goat that grows a long, lustrous fibre, much like mohair, and consequently is used in some lines of fabrics employed in the interior of boxes that require lining. The llama, the guanaco, and the camel also provide fibrous stock which is more or less fine, curly and soft, and when worked up in conjunction with the silk or the satin products commonly results in a lining fabric which is suitable for general use.

Artificial silk is a vegetable compound, manufactured from wood or cotton pulp, drawn out into thin filaments for weaving purposes. Real silk is an animal product, so that when a burning test is made, the artificial silk will flare up and burn to ashes quickly. The real silk will simply char and shrivel. Cotton will also ignite and burn easily with the touch of a lighted match as its cellulose composition is inflammable, while mohair, camel hair and goat hair will not do this because of their animal base. A burning test of a shoddy lining will not be very definite, because of its miscellaneous fibre content. It may be made up of animal, vegetable and artificial fibre. But its feel and general appearance usually will show that it is shoddy.

The sulphuric acid test can be used with positive results on almost any kind of lining fabric. Sulphuric



Sliced bread has met with a favorable reaction in every market where it has been offered, bakers reporting *large increases in sales* since it was introduced.



*This Is the New Brightwood
Machine with Under-feed*

Its durability and adaptability will help solve your production problems. A sturdy, speedy machine, which easily accommodates product and package changes with utmost efficiency and economy.

THE New Brightwood Automatic Paper Box Machine is used and endorsed by representative manufacturers because—**IT WILL PRODUCE 3000 to 3600 pieces per hour from plain or printed, creased or scored, manila, news, chip or straw board of any reasonable thickness; and a wide variety of sizes and styles—such as bread trays, screw boxes, shoe boxes, egg cartons, and food containers from one ounce to one pound.**

IT REQUIRES only one operator, practically no repairs; less than $1\frac{1}{2}$ horse power; floor space six feet square; about thirty minutes to make changes; a minimum quantity of cold-water gum; no tape, wire or tin. **IT IS THE BEST INVESTMENT** a paper box maker can find.

Write today for further information on the Brightwood machine as applied to the manufacture of bread trays and to many other types of boxes.

U. S. AUTOMATIC BOX MACHINERY CO.
459 WATERTOWN ST., NEWTONVILLE BOSTON, MASS.

acid, even when liberally diluted, will dissolve fibres of a vegetable origin and most of those of an artificial class. But even a highly concentrated solution of this acid will not have any effect on worm silk or any of the wooly growths of sheep or goats, unless at a very high temperature—such as would happen in boiling—in which case the animal fibres would be tendered and the vegetable fibres wholly dissolved. A cold test is sufficient to determine the fibre contents of a sample of lining. An alcoholic solution of naphthol put up in any drug store makes a good testing liquid for the purposes stated, and this substance has the same effect on the raw stock as the sulphuric acid.

Lining material decorated with designs of flowers, landscapes, or objects taken from bird and animal life are in use for trimming the interiors of novelty boxes. Some of these designs are printed direct upon the fabric with engraved rollers, in which the process is continuous, like printing wall paper, and the separate designs cut from the endless roll. Then there are hand painted designs and others which are produced with stencils. The colors are put on one at a time, a stencil with the proper cut-outs being used for each impression and the color is applied through these cut-outs with a stiff-haired brush. Some of these interesting effects are stenciled upon the kind of painters' cloth that is used as wall fabric by interior decorators of homes. The fabric in this case is similar to cloth stationery which is prepared to write on. It is a plastic texture on which painting or printing or stenciling can be done to imitate designs and animals, or walnut paneling most convincingly.

Trade Literature

◆ FILLING AND CAPPING

HIGH SPEED VACUUM FILLING AND SCREW CAPPING EQUIPMENT. Bulletin 5-2A illustrates and briefly describes the standard straight line automatic vacuum filling machine and the standard six head rotary automatic capping machine with automatic cap feed manufactured by the Pneumatic Scale Corporation, Ltd., Norfolk Downs, Mass.

◆ CARTON & WRAPPER MACHINES

ROTARY CUTTING AND PRINTING MACHINES. An illustrated folder which describes high speed, all-rotary machines for the production of all kinds of printed or unprinted cartons, wrappers, labels, etc. These are produced direct from the roll of board, completely cut, creased or scored, embossed (if necessary), plain or printed in any number of colors, stacked and delivered with all the waste automatically stripped away in one operation. THE THRISSELL ENGINEERING COMPANY, LTD., THRISSELL ST., BRISTOL, ENGLAND.

◆ IMITATION LEATHER

DU PONT FABRIKOID. In an attractive brochure is shown, mostly through illustrations, how this material has been used. Style, design, color and texture as expressed in Fabrikoid are utilized in many directions: for interior decoration; for traveling goods, sporting goods, case coverings; automotives and railroads; book-binding and kindred lines; personal accessories, and novelties. The booklet is attractively printed; the illustrations, color and half tones are pleasingly arranged. The applications of the material to packages are of special interest. E. I. DU PONT DE NEMOURS & CO., INC., FABRIKOID DIVISION, NEWBURGH, N. Y.

◆ BOX COVERINGS

CHARLES W. WILLIAMS, INC., 303 Lafayette St., New York City, manufacturers of "Satintone" box covering papers, is distributing a new sample folder of Mignonette Print (Dresden finish) and Daisy Print (Romanesque finish), each in an assortment of twelve shades.

THE GRIFFITH PAPER SALES CO., 5356 Chew St., Philadelphia, Pa., has issued three attractive new patterns in box covering papers, a moire effect in white on seven different backgrounds; a white flower design on eleven shades of coated stock, and a gold flower on six dark backgrounds.

PINCO PAPERS, INC., Camden, N. J., has issued a new folder of black and white and black and silver embossed papers. The booklet also includes embossed and plain papers in silver, platinum and black and embossed papers in silver and color combinations.

LOUIS DEJONGE & CO., New York, has issued a new line of Mica papers and fancy box coverings in folders showing samples of from 30 to 40 new designs for each group of products in the 1930 papers.

GLORIATONE BOX COVERINGS, LEATHERETTE PRINT, in pastel shades is a new folder of fancy papers recently issued by Charles W. Williams & Co., Inc., 303 Lafayette St., New York. Another attractive number by this company is the Floraltone box covering papers in the Poppy edition.



The Western Division of The National Paper Box Manufacturers Association will hold its annual convention on Jan. 28, 29 and 30 at the Book-Cadillac Hotel, Detroit, Mich. The chairman of the division, J. E. Holman of the Holman Paper Box Company, St. Louis, will preside. Plans for the annual convention of the National Paper Box Manufacturers Association to be held in Washington, D. C., are being made. While it has been decided to hold the meetings at the Wardman Park Hotel, no date has been set, but it has been definitely decided that this will be in May.



Paper coverings for boxes in which juvenile products are packed are becoming more artistic in concept. The box illustrated below for the children's toy luncheon set made by the L. J. House Convex Glass Co., Point Marion, Pa., is an excellent example.



Nothing attracts like color



Colorful cartons were never so useful in attracting sales. Impressive and economical color effects may be obtained by the use of a beautiful, modern shade. Ridgelo is carried in eight colors, or special shades may be made on order.

RIDGELO

CLAY COATED FOLDING BOXBOARD

LOWE PAPER COMPANY



RIDGEFIELD, NEW JERSEY

REPRESENTATIVE IN CANADA

W. P. BENNETT & SON, 32 Front St. W., Toronto

MACHINERY AND EQUIPMENT



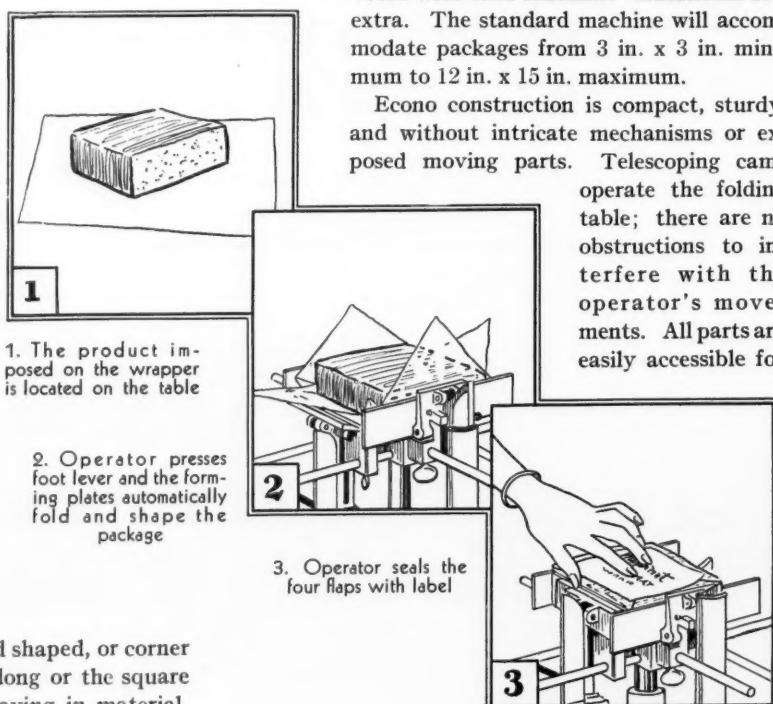
A New Wrapping Method

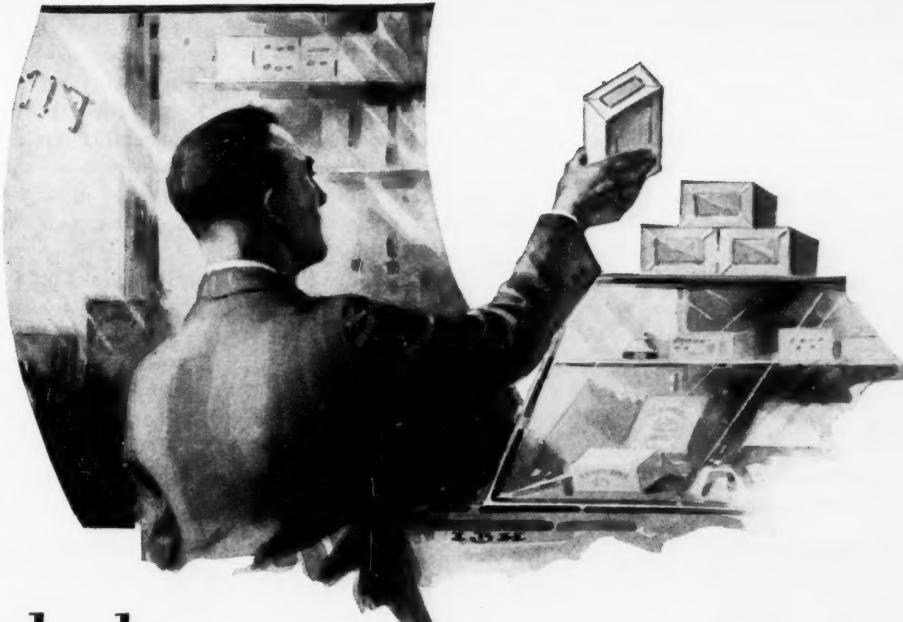
A new method of semi-automatic wrapping, suitable for the packaging of meat and other products, which is said to be time, labor and material saving, has been placed on the market by the Milprint Products Corporation, 431 W. Florida St., Milwaukee, Wis. This device, known as the Milprint Econo, wraps transparent cellulose, glassine, parchment and foil, and double wraps with equal ease.

For packages less than one inch in depth a mold and block method is used. For all other packages a machine device called a crimper, comprising a folding wing arrangement, is used. With both of these the package wrapper is diamond shaped, or corner to corner instead of the regular oblong or the square shape—hence there is considerable saving in material.

One machine can be used for any number of varying package sizes. The forming plates are detachable and can be replaced with others to accommodate changing production. Forming plates for one package are provided with each machine. Additional sets extra. The standard machine will accommodate packages from 3 in. x 3 in. minimum to 12 in. x 15 in. maximum.

Econo construction is compact, sturdy, and without intricate mechanisms or exposed moving parts. Telescoping cams operate the folding table; there are no obstructions to interfere with the operator's movements. All parts are easily accessible for





The dealer picks his cast for that daily drama . . . **“Display makes Sales”**

IN every retail store there are certain high spots for display. A few shelves have the best chance for attention from the customer's eye—one counter case is more desirable than another—merchandise will move quickly in a particular part of the store and slowly in another.

The wide-awake dealer is careful to use these natural points of display to the best advantage. The result is that only the *more attractive looking items, with real sales appeal*, get these choice locations.

Where does your product rate with the dealer? Is it so attractive that he gives it the spotlight regularly, or is he likely to shunt it to the back of the shelves with the "just-so-so" looking packages?

You need *new customers* to increase sales volume. And there is no more effective way of winning new buyers than *effectively packaged goods effectively displayed at the point of sale*.

Package Improvements

Bring your packaging problem to us. We have satisfied the big package goods concerns for over a quarter of a century. If you seek improvements in appearance, a new way to wrap your product, or lower production costs—consult us. It is important for you to get a good part when the dealer picks his cast for merchandise display.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

New York

Chicago

Los Angeles

London: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

cleaning. Only the highest quality of materials is used. Another feature, the folding table is of rustproof, stainless steel.

The operator's hands are free at all times. Gentle pressure of the foot lever performs the folding operation. The operator places the wrapper and the material on the forming plates and presses the foot lever. The wrapper ends are pulled together and the seal applied. The meat is pressed into shape at the time the wrapper is formed. The accompanying illustrations as shown on page 78 show the method by steps, and the device in place for operation.

A Stringless One-Piece Box

A valuable contribution to the delivery of merchandise by department stores, mail order houses and others,

is evident in the patented Stringless One-Piece Box, developed and manufactured by the Brown & Bailey Company, 417 North Eighth St., Philadelphia, Pa. The accompanying illustrations show the principal steps in the folding and closing of this box around the merchandise to be delivered. The One-Piece style is an especially advantageous box for the packaging and sending out of light weight merchandise, because of the fact that the box is *all in one piece* and does not have to be assembled until the merchandise is ready to be wrapped. The contents is placed on the bottom panel of this One-

Piece Box, which is in the flat, and the box is then assembled *around* the merchandise, making a complete and substantial package when put together. A bundle of these One-Piece Boxes, or Forms, as they are sometimes called, takes up considerably *less space* than a bundle of the same size two-piece box. Also, because of the fact that two-piece boxes must be assembled before hand, still more space is necessary for the two-piece style.

The added feature of the Stringless Locks to this One-Piece Form, or Box, makes it what is now termed the Brown & Bailey Stringless One-Piece Form and the added advantages of a box of this nature are that when put together with these locks the package can be sent out to a customer without any other means of fastening. Prior to the development of this style, the One-Piece Forms had to be fastened by either gummed tape or tied with string. With this new feature of Stringless Locks this is no longer necessary, so that there is a considerable saving in string or gummed tape, as well as a saving in time due to the fact that the individual wrapping the package has no string or gummed tape to handle.

This package is also for all practical purposes *pilfer proof*, as in order to open it one of the locks must be torn.

A number of the large department stores have adopted this stringless lock box and are using it successfully in the delivery of all of their light weight merchandise to their customers.



Fig. 1



Fig. 2



Fig. 3

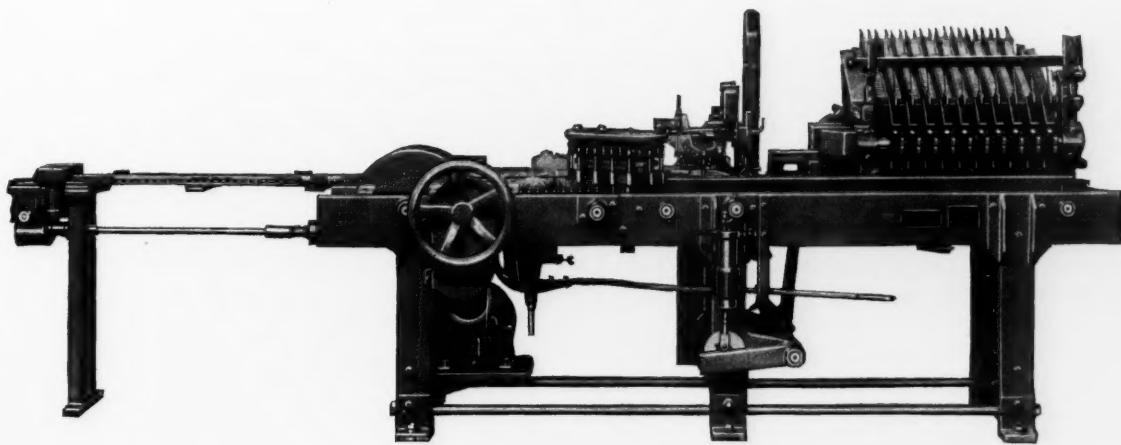


Fig. 4



Fig. 5

COUNTING RAZOR BLADES AND PACKAGING THEM IN TUCK-END CARTONS AT HIGH SPEED



JONES CONSTANT MOTION CARTONER (TRADE MARK)

THE Constant Motion Cartoner shown above was recently shipped to the Marathon Razor Blade Company. It is equipped to handle their 5-blade cartons, in which is placed as desired either 2 or 5 blades, and at normal speed, without strain or vibration, will count the blades and load 150 cartons per minute.

The blade counter is absolutely accurate. The blades are handled and counted singly by the automatic counter. They are not measured with calipers. It is impossible for a carton to go through the machine without the required number of blades.

This machine handles tuck-end cartons, and produces at high speed a better class of work than can be done manually by the most expert operators.

Today practically all razor blades made in America are packaged by the Constant Motion Cartoner equipped with the Jones Automatic Blade Counter.

Examine your next package of blades of almost any make and see how the Constant Motion Cartoner would package your product.

Your own packaging problem may not resemble the one outlined above in any respect. It may be simpler, or it may be even more complex. Whatever the nature of your package, the Jones Constant Motion Cartoner will turn it out more rapidly and more perfectly than any other cartoning machine. We ask only the opportunity of proving this. There is a Constant Motion Cartoner in use near you. May we arrange to show you this machine at work under operating conditions?

Never Before So Much Work With So Little Mechanism

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

A New Transparent Paper

A new transparent paper has recently been introduced to the American market that has created an unusual interest on the part of those who merchandise their product by means of the individual package. This new paper is known as Transcello. It is said to be transparent, lustrous, greaseproof, moisture-proof, dust-proof, sanitary, inexpensive and especially well adapted to the individual package.

It is believed that this paper will supply a long-felt need in many important industries such as the manufacture of meats, cigars, cigarettes, tobacco, bags, envelopes, confectionery, candy, hosiery, notions, lingerie, haberdashery, toilet articles. In all of these industries there is a constant and growing demand for an economical transparent wrapper.

Transcello is a specially processed, refined and improved paper. It is not only strong and flexible but inexpensive. It is not affected by acid, alkali or oxidizing agents of ordinary concentrations.

Individual packaging is still in its infancy. The meat packing industry has announced a new method of merchandising meats in individual packages that is revolutionizing the entire industry. In the future all meats will be wrapped in small sanitary packages at the producer's plant. The time honored and heretofore useful trade of the well-known butcher is doomed to extinction. The retailer butcher's block, hack and saw is destined to be scrapped.

The desire of the buyer to receive clean, fresh merchandise untouched by human hands from the time it is produced until it is consumed is responsible for the popularity and development of the individually wrapped product.

The manufacturer knows that successful merchandising requires him to demonstrate his pride and confidence in the superior merit of his own product by placing it in the most attractive package consistent with the utmost economy. The silky lustre and high transparency of Transcello impart to the wrapped merchandise that atmosphere of value and smartness so essential to the most attractive modern package. It is this snappy, artistic wrapping that creates and increases sales.

Today, more than ever, manufacturers and merchandisers are straining every effort to reduce cost of both the manufacture and distribution. For these reasons this new transparent paper is making a strong appeal to those who use the individual wrapper.

This new paper is manufactured by the Transcello Paper Company, 654-668 West Virginia St., Milwaukee, Wisconsin.

We Correct Two Errors

In the December issue of this publication we quoted that the machine in the combined automatic packaging unit in operation at the H. C. Bohack Co. plant, Brooklyn, N. Y., and manufactured by the Hesser Machine Co., required $\frac{3}{4}$ h. p. for operating. Approximately, $3\frac{1}{2}$ h. p. is the correct figure for the operation of this machine.

The Domino card display illustrated on page 41 in the December issue, and used for car advertising, not counter display, is 21 x 11 in., instead of 18 x $10\frac{3}{4}$ in., as stated. The large poster, illustrating the Domino sugar products on the same page, is ostensibly for use on billboards, etc.

New Sausage Package Increases Sales

(Continued from page 37) age is cut out of one piece of material and the form is printed on one side only, although when folded the printing appears on eight exposed surfaces.

In the illustration on page 37 is shown the new package, the former carton and a counter or window display which features the new "Double-Pak" as it is called. The idea originated with Armour & Company, Chicago Carton Company manufactures the cartons, and the displays are made by the Stemar Display Company.



Charles Reinach, head of the art department of the Davenport-Taylor Manufacturing Co., Chicago, died on Nov. 15, 1930. Mr. Reinach was educated in the public schools of Chicago and for a time worked in the art departments of the *Chicago Tribune*, *Herald* and *Inter Ocean*. Later he studied art in Munich, Germany.

... For Big Production at Low Costs—
use a MIELKE PAPER DRILL
"It's a Challenge"

The Challenge-Mielke Paper Drill slashes production costs as it speeds through its work, making 100,000 holes or more per hour without the service of a big-pay operator—a small investment with big returns.

It cuts a perfect hole through one ream of stock at a single stroke—easy to operate and adjust—plugs into the light socket. A suitable chip ejector prevents drill from choking. Write for data and prices NOW!

Send for The Printers' Album—the Challenge Magazine . . . It's FREE!



The Challenge Machinery Company
Chicago,
17-19 E. Austin Ave.

Grand Haven, Michigan

New York,
200 Hudson Street





DOLL UP THAT BOX SMARTLY

With one of the many 1931

**AMERICAN BEAUTY
PAPERS**

Sales Appeal

Originality of Design

**Complete Range from
\$3 to \$90 a ream**

**Numbers for Mothers' Day, Easter and
Spring**

Write for the 1931 sample book to

C. R. WHITING CO., Inc.

281-287 New Jersey Railroad Avenue

NEWARK, N. J.



THE S.S.S. COMPANY

ATLANTA, GA., U.S.A.

October 23, 1930.

MODERN PACKAGING,
Breskin & Charlton,
11 Park Place,
New York City.

Gentlemen:

We are taking this means of expressing our appreciation for the fine magazine you send us each month. We have had occasion to write many of your advertisers, and, of course, have always mentioned their ads in MODERN PACKAGING.

With all good wishes, we are

Very truly yours,
THE S.S.S. COMPANY,

William H. Cranberry,
Manager.

WRG/B



Over a Century of Accomplishment—1826 to Date

Our advertisers
will appreciate
this . . . if they
haven't done so
already » » »

MODERN PACKAGING

11 Park Place, New York City

Triscuit Has New Package

Dressed up in its new wrap, we show below in the foreground, Triscuit, the National Biscuit Company product. Both in design and color, the new package is given life and vigor. The background, a deep blue,



quite overshadows the puny efforts of the old package to attract attention. The illustration of the product is emphasized to a much greater degree, reproduced in a true color, and unlike the old illustration its visibility is quite marked. It has been simplified and modernized which is in line with the company's policy.

A family tie-up has been created also by the use of the Inner Seal trade marks at each end to identify it as a "Uneeda Bakers" product. No change has been made in the retail price or net weight of the product.

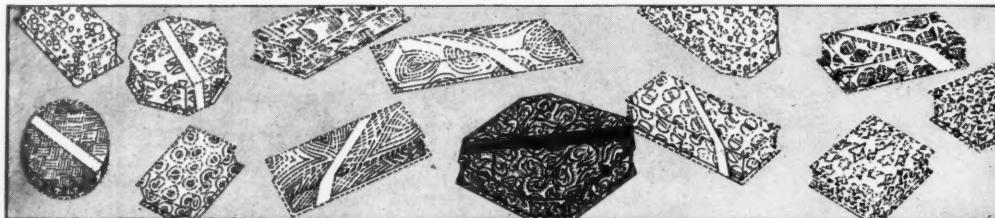
Package the Household Product

(Continued from page 55) tion shows is complete in every detail. The package only lacks the checkers, dice cup and dice which the consumer can obtain in any novelty store. An added feature of this tremendous sales hit is the illustrated pamphlet of rules and suggestions on the playing of modernized backgammon.

The attractive package shown at the left of the backgammon set is also from the Pepperell Manufacturing Company. This is called the Twin Case packet consisting of two pillow cases wrapped in transparent cellulose. Like the other set, these have colored or solid hems. The box covered with embossed paper comes in delicate colors with the dainty silhouette design inside the lid. A package that is appropriate as a gift for all occasions.

At lower right of page 55, a blanket from the Old Town Woolen Company, Inc., packed for the first time in cartons. Expressly packaged to appeal as a gift item, this method marks an experiment with this company. We can see no reason, however, why it should not prove as successful and profitable as its sisters in the bed covering field.

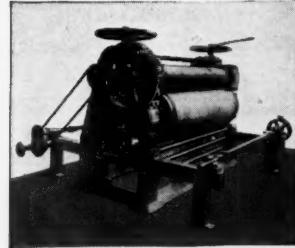
The box, a beautiful item in a soft beige with the design motif in delicate shades of green, blue and orange, is a fitting accessory to the handsome woven blanket which is bound with satin in a harmonizing color. This box was supplied by the E. E. Fairchild Corp., Rochester, N. Y.



A Container without Serious Competition for Attention .. thanks to Waldron equipment!

The long experience and specialized knowledge possessed by Waldron designers and engineers enable them to produce equipment capable of accomplishing the unusual in processing effects for coverings and trims. Thus Waldron machines play an important part in the success of those products that are lifted above competition through the distinctive originality of their containers.

In addition to the high quality work produced, Waldron equipment invariably effects operating economies. Inquiries of any nature are welcomed.



WALDRON ROLLS

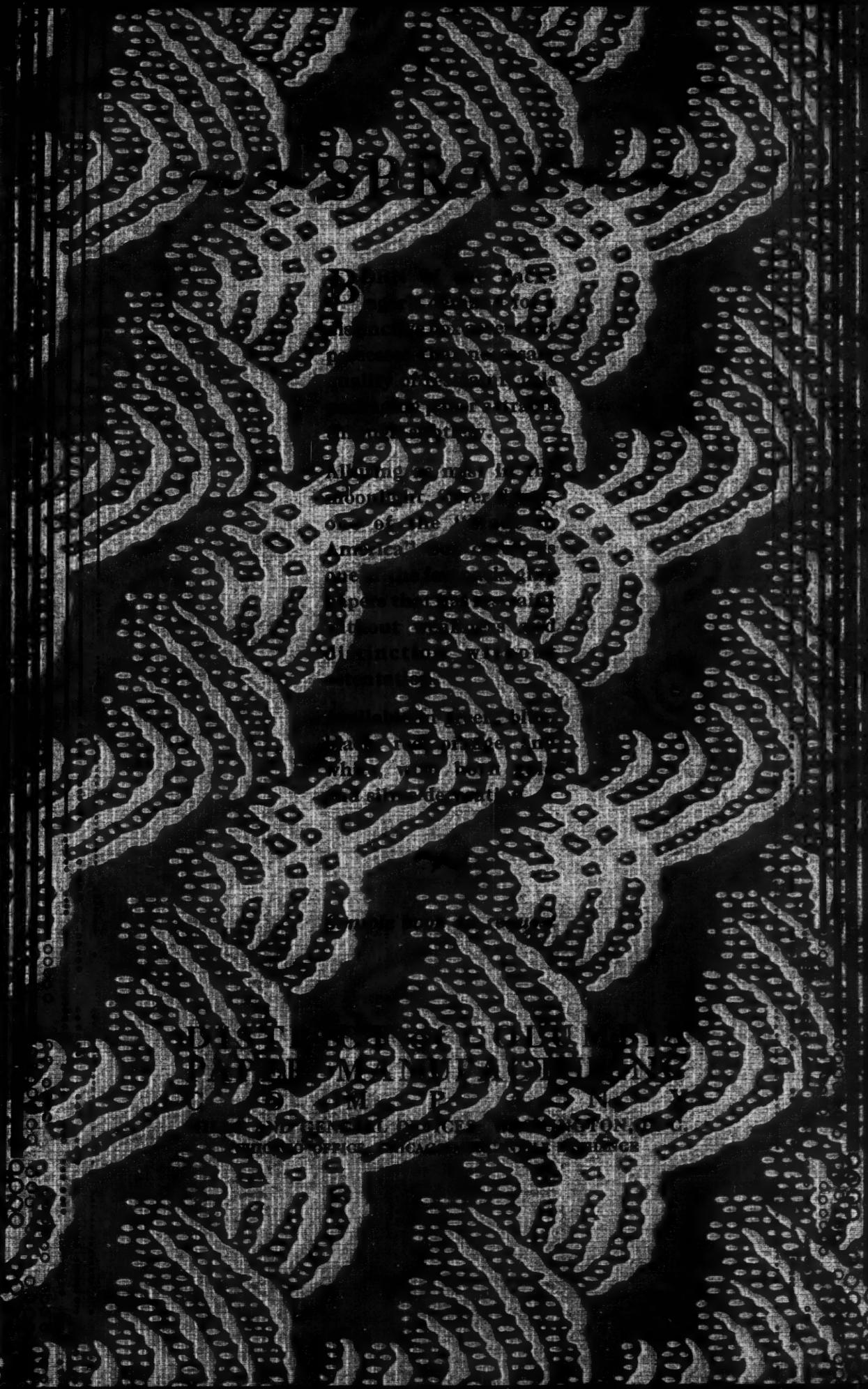
insure sufficient compression, properly proportioned heads and shafts, long life and economical operating service.

JOHN WALDRON CORPORATION
MAIN OFFICE & WORKS—NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORLAND, ORE.





AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

START 1931 RIGHT

Standardize on



GLUES — GUMS PASTES

*for your adhesive
requirements*

A comprehensive line continually being developed to meet every need of the Packaging Industry.

Trial lots of those products suitable for your particular condition will be gladly submitted on approval.

NATIONAL ADHESIVES CORPORATION

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES

"Certified" Lace Paper Edgings Doilies

*"The Finishing Touch
That Counts."*

THE purpose of proper packaging is to enhance the visual appeal of the product. It is in the fulfillment of this aim that lace paper plays its important . . . its most important part.

Lace paper edgings and doilies can add to your boxes the final touch that means perfection. And the acme of perfection is, of course, to be found in the products of the

U.S. Lace Paper Works

163 UNION AVENUE
BROOKLYN, N. Y.

Distributors
Zellerbach Paper Co.
The Sanitary Products Co.

DISTINCTION

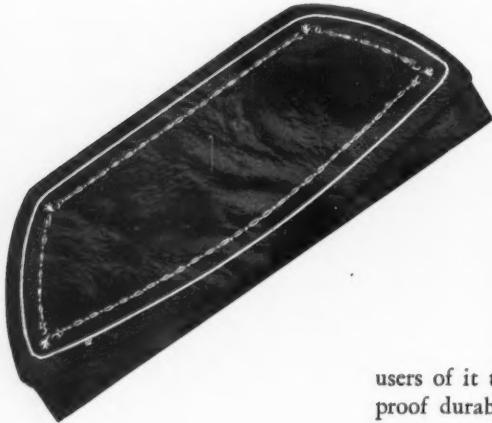
In modern merchandising plans the design of the package plays an important part. Packages decorated by the Peerless Process achieve distinction and win consumer preference.

Any box maker who has a Thomson National press or the Colt's Armory or Laureate type can produce distinctive box tops by the Peerless Process. For information and samples of embossed box tops write to Peerless Roll Leaf Company, Inc., 915 New York Avenue, Union City, N. J. Branches in New York, Boston, and Chicago.

THE PEERLESS PROCESS

For Decorating Distinctive Packages

UTILITY and BEAUTY



Tint and Texture form a vital part of sales appeal, since modern merchandising recognizes appeal to the senses.

The eyeglass case shown here is a beautifully mottled effect made by Farnham Mfg. Co. of Boston, Mass.

Modern Packaging methods make use of pleasing color, enduring quality and certain protection in its plea to please the buyer. Fingers can feel the fineness of Keratol, and the many users of it testify to its moistureproof, scuffproof and dirt-proof durability. Color selection is unlimited and subject to the choice of the user.

A challenge.—Send us a dummy or sample of your product or assortment—and we will return it to you in a specially designed Keratol-covered container—without cost for the service.

Send for a co-operating confidential sample service.



THE KERATOL COMPANY
South and Van Buren Streets
Newark New Jersey

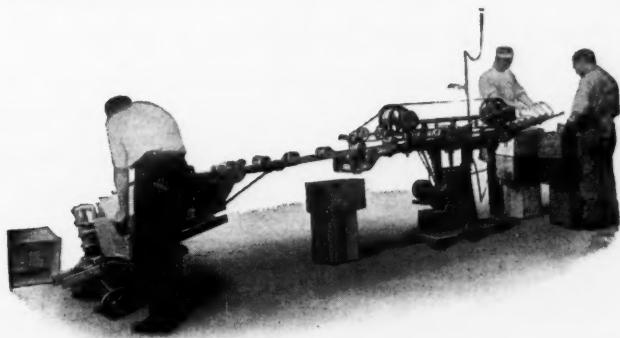
Specify

Gaylord Liners

WHEN ORDERING
**CORRUGATED OR SOLID FIBRE
BOXES**

**ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS**

THERE IS NO BETTER LABELING COMBINATION THAN



THE BURT LABELER AND CASER

30 years of labeling and casing experience has turned out a machine on which hundreds of users agree "*There is no better.*"

A fitting tribute to the machine so perfected that it applies the label, inspects and then places the can into the case with one continuous motion. But investigate it and prove to yourself that "*There is no better.*"

BURT MACHINE COMPANY

MAIN OFFICE and PLANT, BALTIMORE, MD.

Sales Offices: New York, Chicago, and San Francisco



Friendly Service

It is a significant fact that those travelers who come to The Bismarck are always anxious to come again.

Bright, cheery rooms with wonderful beds . . . the best of food, delightfully cooked . . . every luxury and convenience of the modern hotel . . . and friendly, painstaking service that makes you "Feel right at home."

Easy of access to all business and amusement centers.

Write for booklet with downtown map.

Rooms, \$2.50 up—With Bath, \$3.50 up

NEW
BISMARCK
HOTEL CHICAGO
RANDOLPH AT LA SALLE



An Entire Block on the Boardwalk,
between New Jersey Ave. and St. Charles Place.

AMERICAN and EUROPEAN PLANS

SUN DECK

The largest and longest on the Boardwalk.
Occupying an entire city block directly facing
the ocean. The foremost point at sea, in

Sea Water Baths
Concerts Daily

ATLANTIC CITY

“SUPERS” WITHOUT END!



Morrison Perfection Bottom Stitcher

Everything nowadays is super-this, super-that, super-men, super-service, super-machines!

And, disdaining such self-praise as being not only untrue but actually silly, we have never claimed or permitted anyone to claim for the *Morrison Perfection* anything but a *good dependable wire stitcher of low operating cost and high production.*

And, if that's what you are seeking, **MORRISON** has a *Perfection* Stitcher suited to your requirements.

THE J. L. MORRISON COMPANY

GENERAL OFFICES AND FACTORY
NIAGARA FALLS, N. Y.

424 West 33rd Street 116 West Harrison Street 445 King Street, West
NEW YORK CITY CHICAGO TORONTO, CANADA



ON THE OCEAN FRONT

The **Breakers** ATLANTIC CITY N.J.

Extraordinary Reduction in Rates

As Low As

Without Meals	With Meals
\$ 2.50 Daily per Person	\$ 6.00 Daily per Person
35.00 Up Weekly for 2	70.00 Up Weekly for 2

American or European Plan
Hot and Cold Sea Water in All Baths
Complete Garage Facilities

WELCOME TO NEW YORK The HOTEL **Governor Clinton**

31^{ST.} ST. AND 7^{TH.} AVE.
opposite PENNA. R.R. STATION



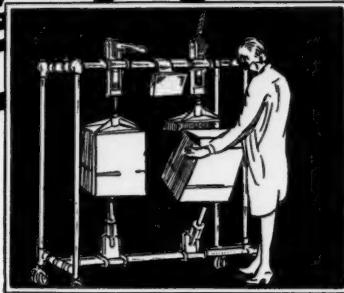
A Preeminent Hotel of
1200 Rooms each hav-
ing Bath, Servidor, Cir-
culating Ice Water and
many other innovations.

ROOM AND BATH \$3⁰⁰ UP



SOLVING IN YOUR

At right — two-station Harmon Sealer. Also made in three- and four-station units, or to suit your needs.



WHETHER your problem is better sealing with fewer losses—or greater output at less cost—the Harmon Sealer will solve that problem for you, as it has for others.

You can seal from 1500 to 2000 containers a day with one HARMON sealer—using an operator of ordinary skill. No turned-up box flaps or edges—no losses in transit—no customer complaints.

With its greater speed—lower sealing costs—better sealing and fewer losses—the HARMON will soon pay for itself. Request complete details. *Use coupon!*

THE HARMON SEALER, INC.
4017-19 W. Lake St.,
CHICAGO, ILL.



GIVE US
MORE
FACTS

BETTER STAPLING WIRE

Unknown three years ago—now the leading stapling wire. The rapid rise of SILVERSTITCH is due to three exclusive features.

1. Accuracy in temper, width and thickness.
2. Continuous length coils, five or ten pounds.
3. Galvanized finish that resists rust.

Try SILVERSTITCH in your own plant. Send for a free five-pound coil today.

ACME STEEL COMPANY
2840 ARCHER AVENUE
CHICAGO



SilverStitch

Reg. U. S. Pat. Office

COMING TO PHILADELPHIA?

Stop at the
HOTEL MAJESTIC
BROAD ST. AND GIRARD AVE.

400 LARGE ROOMS
each with private bath

\$3 per day

with running water

\$2 per day

Garage adjacent. Only hotel with a subway entrance from lobby. Few minutes from R. R. Station

Wire for reservations at our expense

JOHN C. GOSSLER, Manager

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E
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*Even where
extreme
delicacy
is required*



The selection of a tube for Lucorol, a product for women, depended upon a metal of unquestionable purity, a clean and sterile condition throughout the tube, lithography to appeal to feminine tastes and special cap and neck specifications for the applicator.

A pretty big bill to fill but Peerless made the tube to



the entire satisfaction of both the client, who demanded these particular specifications, and their advertising agency, who created the design.

Peerless tubes are made to fit any specifications — they are sturdily made and as part of your product they become an invaluable merchandising aid.



PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS



C

ANCO packages are distinctly for the manufacturer of today who knows the value of a package keyed to buying tastes—a package exactly suited in appearance and style to the market to which his product is sold. Their design and manufacture call for qualities the American Can Company is unusually suited to provide—by reason of its experience and position, intimate market knowledge, its wealth of skilled personnel and equipment. All await you here—all to contribute their part in building a package ideally suited to product and market.

AMERICAN CAN COMPANY



Chicago
104 So. Michigan Ave.

New York
New York Central Bldg.

San Francisco
111 Sutter Street

